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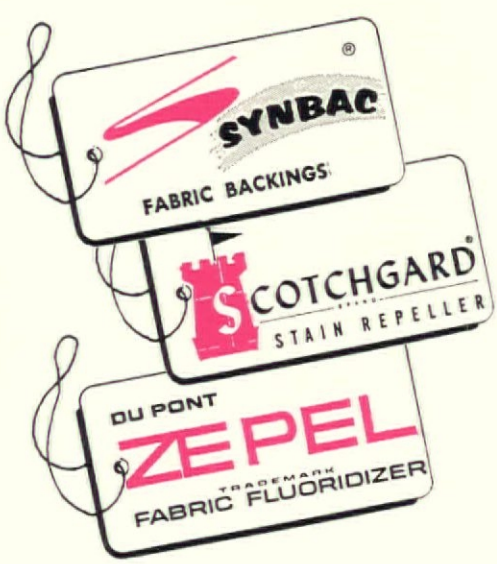
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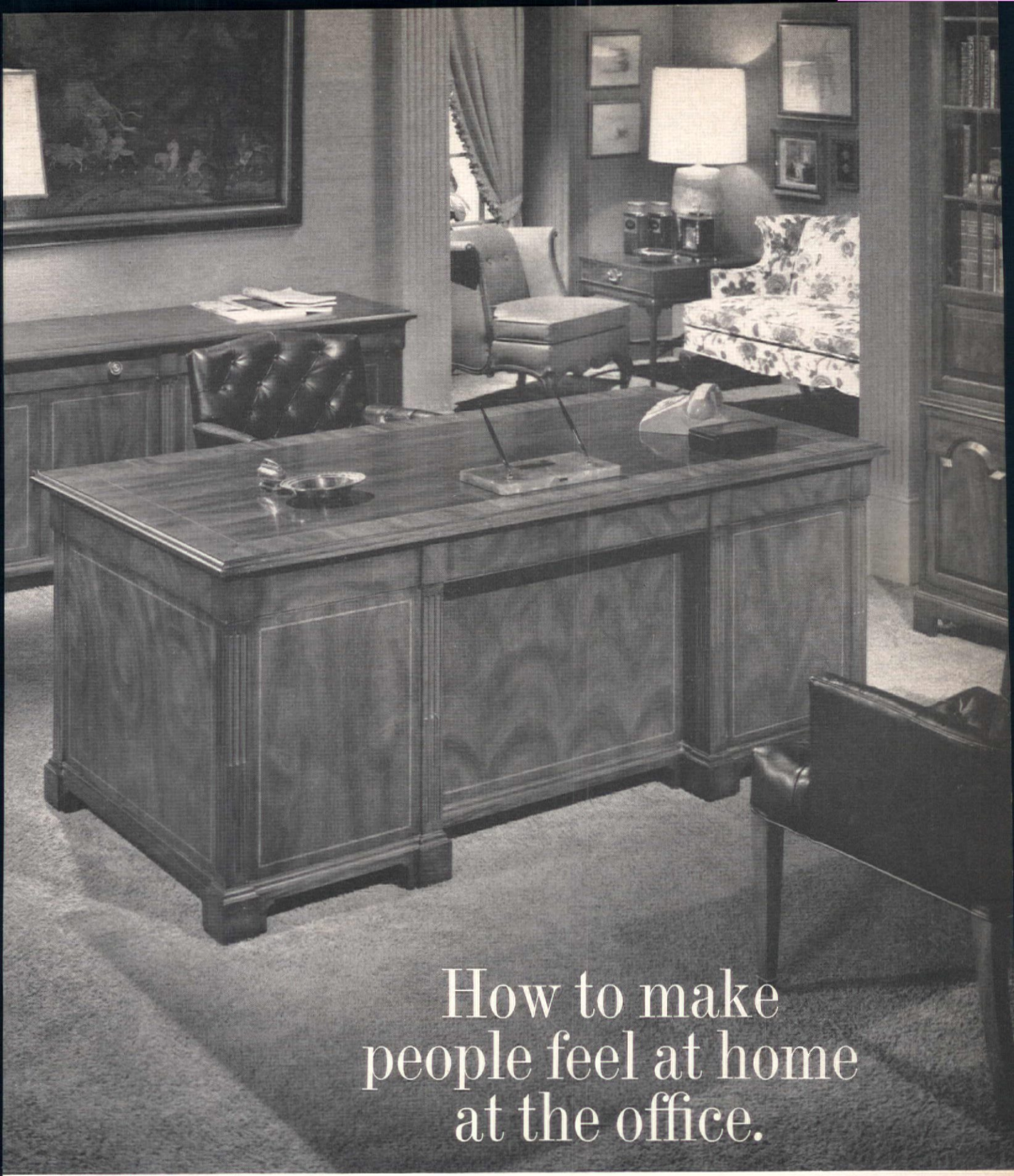
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Circle No. 98 on product card facing P. 107



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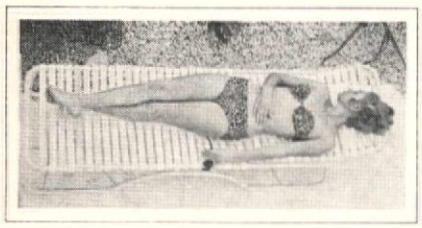
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Circle No. 2 on product card facing P. 166

















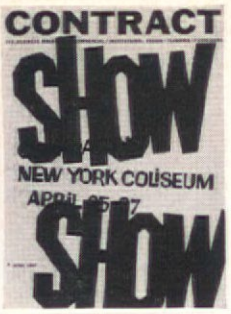


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The Cover

A special issue devoted to CONTRACT '67, the first annual industry-wide trade show and convention under the auspices of CONTRACT Magazine. Cover design by Bert Lester.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING

VOL. VIII, No. 4 **APRIL, 1967**

PUBLISHED EVERY MONTH FOR FIRMS AND INDIVIDUALS WHO BUY, SPECIFY, DESIGN, INSTALL, OR REPLACE CONTRACT FURNISHINGS

CONTRACT '67: SPECIAL PREVIEW ISSUE

115 THE BIG SHOW AND ITS BACKGROUND

117 PROGRAM OF EVENTS

118 THE PANELISTS

120 FLOOR PLAN: NEW YORK COLISEUM MAIN FLOOR

121 EXHIBITOR LIST

122 PRODUCT PREVIEW

140 SCHOOL FURNISHINGS—II
BY LOUIS S. BING

4 LETTERS TO THE EDITOR

16 D. C. CURRENTLY: OUR WASHINGTON REPORT

24 CONTRACT BUSINESS: NOTES AND COMMENTS

35 NEW SHOWROOMS: LEHIGH/LEOPOLD

38 CONTRACT NEWS

40 PEOPLE

42 CALENDAR

149 CONTRACT PRODUCTS AND SERVICES

178 MANUFACTURERS' LITERATURE

180 CLASSIFIED ADVERTISEMENTS

182 ADVERTISERS' DIRECTORY

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LETTERS

Comments on Directory Issue

Dear Sir: Our personal thanks for an excellent January Directory Issue. The annual guide to manufacturers is an excellent one. As an architect, I find this to be very helpful.

EUGENE R. RACEK
Robert L. Longardner-E.R. Racek, Inc
Indianapolis, Ind.

Dear Sir: Congratulations on your January issue! I hope I will have the opportunity to see more of the same during 1967.

RICHARD G. STREICH
Shelton, Ullmann, Smith & Streich, Inc.
Fort Lauderdale, Fla.

Dear Editor: Your magazine is a wonderful reference manual and I have always enjoyed reading it. I have always kept the issues for reference as in this particular incident. Thank you for your help.

BEATRICE BREYAN
Chestnut Hill, Mass.

Dear Sir: The How America Series in your January Directory issue was most interesting and beautifully illustrated.

ELECTRA BILMAZES, Director
Corporate Images
Boston, Mass.

Dear Sir: It has been amazing to watch the tremendous growth of CONTRACT. Congratulations on January—your largest issue—and continued success.

WILLIAM DAVIDSON
R-Way Furniture Co.
Chicago, Ill.

Dear Editor: Your magazine is growing in depth and character. We have watched it from the beginning and continue to be impressed.

BARBARA SAINT DENIS
Saint Denis Studios
Muskegon, Mich.

Dear Editor: My compliments to you on the great job you have done—my expression of appreciation is long overdue. I have just gone through your January issue. It is great and it will be an enormous aid to the contract designers and to all the industry.

PAUL KANE
New York City

I.B.D. Symposium

Dear Editor: I have read your November issue with interest and would now like to compliment you on the lively handling of the I. B. D. symposium. Also, for amazing photographs of the Met . . . and for the cover. Congratulations!

JACK LENOR LARSEN
New York City

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Circle No. 5 on product card facing P. 1

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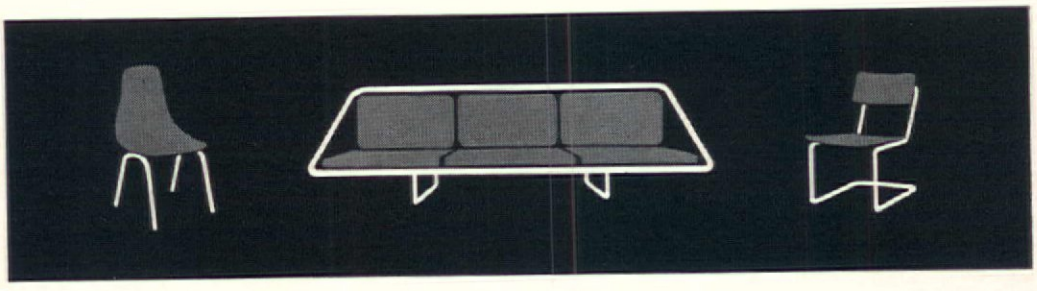
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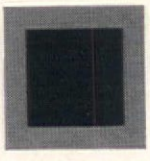
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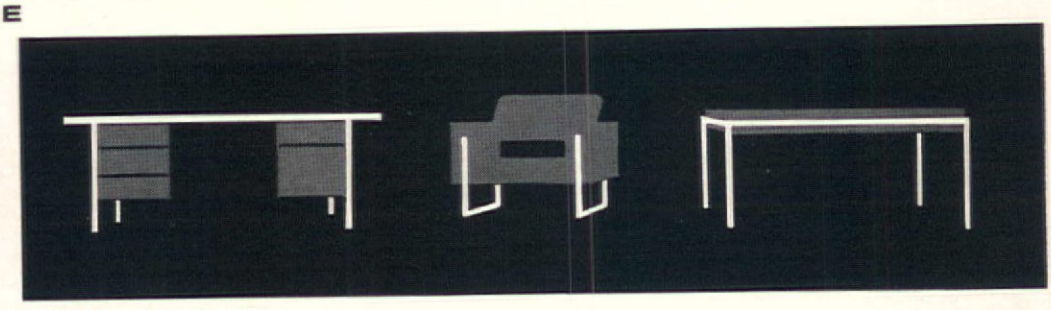
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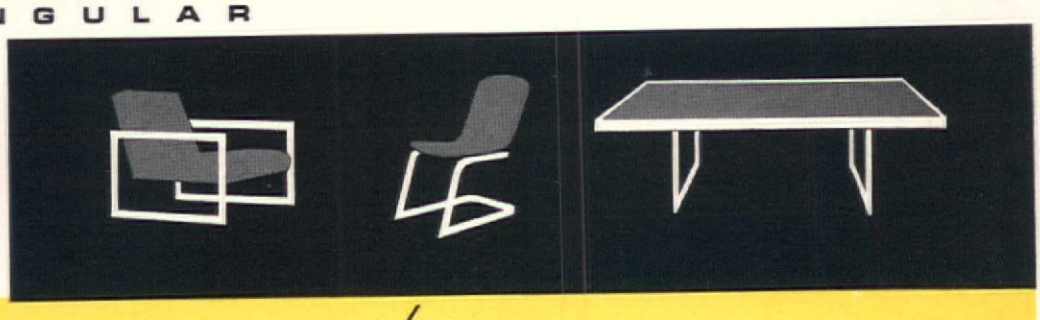
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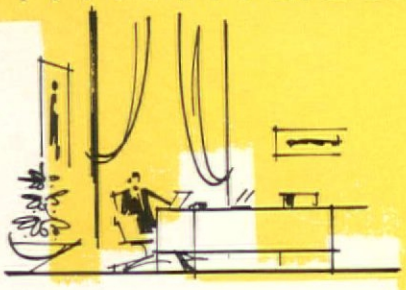


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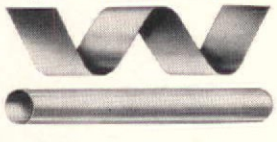




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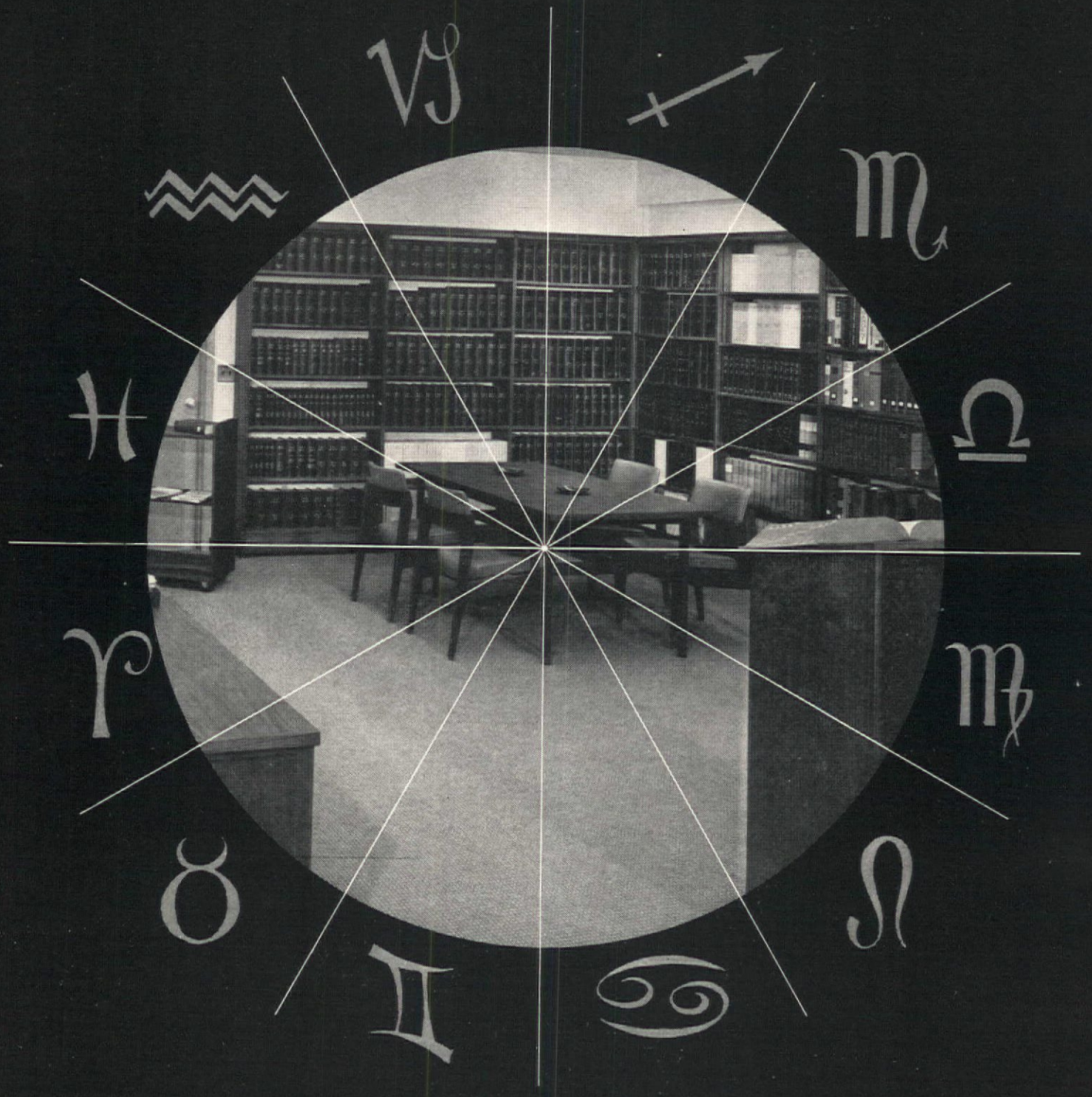
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Circle No. 6 on product card facing P. 166

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Circle No. 8 on product card facing P. 166



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Circle No. 11 on product card facing P. 166



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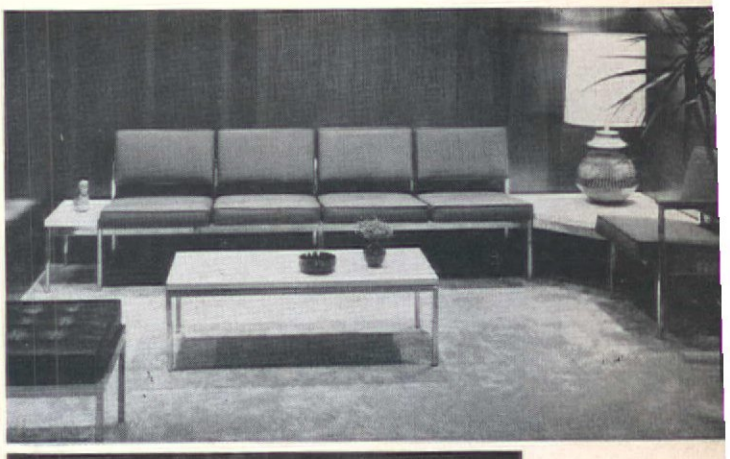
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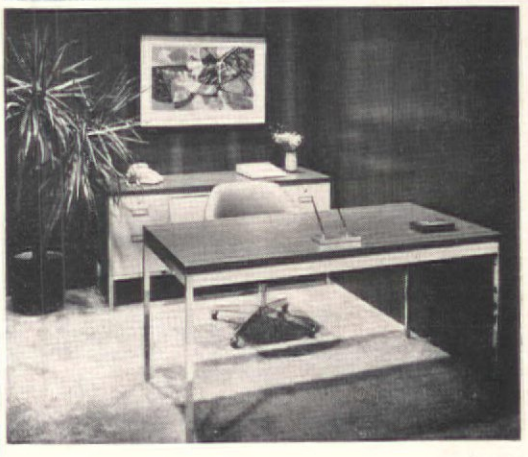
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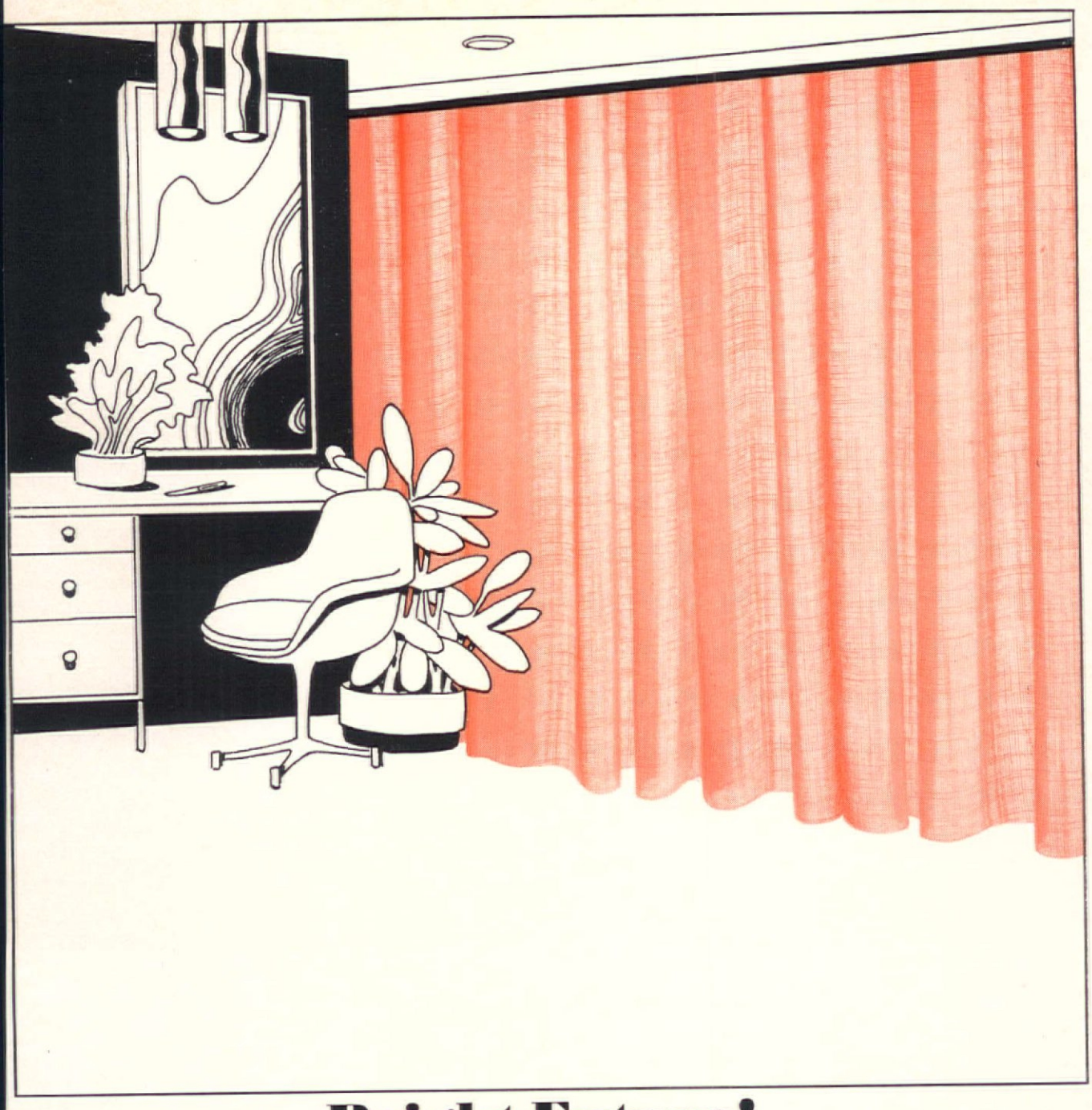
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D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

A. Richard Zimmerman: Head of GSA interior design staff

A LONG-TIME veteran who learned the interior design business the hard way, who for years taught furniture courses and has held jobs in both retail and manufacturing firms, is now in charge of the Federal Government's largest interior design staff. In that post, he's one of the key men involved with the more than $100 million in household and office furniture procurement that makes the Feds the contract industry's number one customer.

This General Services Administration official is A. Richard Zimmerman. Before he came to Federal employ in 1963 he had a varied career that let him see furniture industry problems from both topside and bottomside. He had been an accountant before World War II, then later took over two furniture stores as controller. It didn't take long for him to realize that sales people didn't know their furniture. (He still stresses the need for them to have this knowledge, to give them additional selling points.) To learn the business himself, he worked in a furniture factory on his days off—Fridays—for eight years.

Then he organized and conducted a 10-hour traveling furniture clinic for the Southern Furniture Association, and held classes 2½ hours an evening, four nights a week. Subjects included upholstery and case goods construction, woods, veneers, plastics, color harmony, color balance, use of accessories—Dick Zimmerman prides himself today for having read about every book on the subject, worked on about every type of machine, and in just about every furniture factory in the High Point area. He also organized a semi-annual 40-hour week-long course in furniture, in High Point. At the same time, he worked as training director in adult education for the Universities of North Carolina, South Carolina, and Virginia, on the same course for furniture people.

After three years for the Southern group, he did the same work for three years for the Texas Furniture Association. He also taught interior design at the summer school of the North Carolina Women's College, Greensboro. Following that, he freelanced as a store consultant, working with layouts and merchandising, and then with a partner set up a decorating department in Greenville, S.C. He managed a store in Greensboro, N.C., for about a year.

At the time he came to the Washington area, Zimmerman was designer and sales manager for Swain of High Point. A Washington store was a customer, and he worked there temporarily as an interior decorator-salesman.

The U.S. at that time was looking for a man to do specifications for office furniture, in the standards section at GSA, and Zimmerman began with that in 1963. He handled the design and specification of all wood office furniture. When GSA's Federal Supply Service took over all of the agency's interior decorating chores, which previously had been split, Zimmerman became chief of the combined interior design staff.

Thus, with considerable experience in both private industry and the Federal agency, Zimmerman is keenly aware of the similarities and differences between them—and is trying to overcome some of the gaps, to improve operations all around. In government, since all agencies must buy schedule furniture—items which have been approved for purchase from designated firms for a given period—interior designers have a captive client—but a resistant one. In private industry, where there is freedom of choice, a designer must be able to sell his rendering, a layout. In government, he finds himself working within considerably more restricted limits.

In both fields, there aren't enough specialized experts—and the demand is great. Zimmerman points to the pick of jobs with top firms open to the relatively few qualified graduates. Time-lags develop—and gaps in communication. In his design and spec period with GSA, Zimmerman revised a specification for traditional executive office wood chairs that had been in effect for 12 years; another for a davenport and easy chair, in effect 15 years. He found component specs that went back to the '30s, and that called for techniques and materials that just aren't in common use in today's modern factories—tacks where staples are used today.

Terminology shows the gap—"davenports" instead of sofas, "lights" for lamps, "dolly" for bedframe. Zimmerman hopes to set up a vocabulary for Federal procurement that will have everyone talking a common, easily understood language.

More ambitious, and longer range, are hopes that the huge Federal procurement volume will be swinging its own forward weight. For various reasons, this procurement has followed industry fashion and trends by some time, generally. With a captive clientele, and with such volume, could not the U.S. be in the vanguard every now and then, be not the follower but the leader?

Still to be tried out is a new method of handling overflow business. Zimmerman has nine designers—two assigned full-time to Washington region upper-echelon work, six in his office in Washington, and one in Wiesbaden, Germany. So far, the staff has been able to handle all the jobs it has been asked to do. Under a 1966 regulation it can farm work to private designers in the jobs' localities. Agencies with massive jobs will make their own arrangements—the Defense Department, before this regulation, engaged Doris Schaefer to do the new Forrestal Building here. The Department of Housing and Urban Development hired away one of Zimmerman's own designers to work fulltime on its new building. If a

(Continued on page 20)

Circle No. 16 on product card facing P. 16



Color me Boussac

ut, of course! Who else but Boussac could possibly achieve such vibrancy in printed fabrics? Boussac fabrics run the gamut om simple black and white prints to complex twelve color printings . . . in designs from traditional paisleys, stripes, damasks nd florals to the latest "mod." You will find exactly the fabric for which you are looking at a Boussac showroom near you.

oussac of France, Inc., Decoration and Design Building, 979 Third Avenue, New York, New York 10022. Telephone 421-0534

tlanta: Robert Buckley & Assoc., 351 Peachtree Hills Ave. • Chicago: Adornment's, Inc., 226 W. inzie St. • Dallas: Castlebury-Held, 170 Decorative Center • Los Angeles: Bob Mitchell Assoc., 844 Beverly Blvd. • Miami: Robert A. Schoen Assoc., 108-112 N.E. 39th St. • Philadelphia: oseph B. Croce, 1616 Walnut St. • San Francisco: Zuckerman Fabrics, Inc., 445 Jackson St.

Boussac of France, Inc.

Hardwick Carpet.

no. 1 choice of the nation's no. 1 country club

The recently completed Brae Byrn Country Club in Purchase, New York, largest in the nation, features Hardwick contract carpet in a number of heavily trafficked areas. Interior designers, William Pahlman Associates, specified a total of 2,500 yards of sturdy Hardwick carpet, thru Budd Looms of New York, in exciting patterns and colors to complement the decor of each room.



The Brae Byrn recipe for gracious dining begins with the good taste of Hardwick's all wool carpeting, dramatically accented in shades of orange and gold with black.



Good taste scores again. This time in the cafeteria with Hardwick's Tartan pattern in subtle tones of blue.

Next time you're thinking about contract carpet, think about Hardwick . . . beauty plus durability; unlimited color, fiber and pattern selection; individual attention to every order; on-time delivery; a better edge on price. Isn't it worth a second thought?



The cards are stacked in favor of Hardwick carpet in—you guessed it—the card room. Colors are gold and blue arranged in a stunning 18th Century pattern.

For information on the complete Hardwick carpet line write:

HARDWICK & MAGEE COMPANY Lehigh Avenue at 7th Street, Philadelphia, Pa. 19133

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Circle No. 17 on product card facing P. 166



BA-3-1 — Zareba Cool — green/blue



BA-7-1 — Zareba Neutral — white/grey/beige



BA-4-1 — Zareba Warm — yellow/orange

ZAREBA . . . the bold new swinger from Nevamar

High pressure laminated plastic for the installation that demands bright, daring, unusual accents.

The name is Zareba. Vivid . . . colorful . . . dramatic. It's Nevamar's answer to your demand for a truly unique high pressure laminated plastic abstract. This daring new spell-binder will add instant appeal to accent panels, store fixtures, counter fronts . . . anyplace your imagination puts it. And Zareba is fully compatible with the Nevamar solid color line. For the effect that calls for a walk on the wild side . . . whenever a dash of instant excitement is needed . . . call on the bold new swinger from Nevamar. Zareba!

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Circle No. 18 on product card facing P. 166



Aladdin

Brilliant paisley, right for any room requiring rich color and an elegant touch. One of 22 imaginative new Warner designs, handprinted on vinyl. Created to make your interiors outstandingly beautiful, original . . . yet very practical. Write for samples of these new architecturals, paisleys, black & whites, traditional and contemporary Warner vinyl designs.

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Warner wallcoverings

Circle No. 19 on product card facing P. 166

OUR WASHINGTON REPOR

CONTINUED FROM F

designer has enough background, he can be pla in a space management section, which most agen have. Where agencies do have their own designe they work on their own, without either control imposed coordination from the GSA group. They must follow the requirement of using GSA sched furniture, however, unless there's nothing in schedule to meet the particular need.

Zimmerman is looking for staff—just as soon the present Federal job freeze thaws. Unfortunat there's no time for training; whoever comes on to start with little more than a briefing, so a g background is required. Since there is no Civil S vice register for interior designers, because th isn't that much demand, applicants have these rou for employment: They can take a Federal entra examination, and start as a GS-7, paying about $6,0 for a year. Or, if there's an executive opening, gr 13 up, they can take a Federal Administrative Management examination. Perhaps the easiest w is to begin as a temporary—which can last for y working life. Then, to go on the permanent ro only 90 days as a GS-7 are required after taking examination.

Zimmerman, like his boss Bob Hughes, head the furniture and furnishings branch, is also alwa looking for more suppliers. The GSA people inva ably welcome new interest. They're sorry when ma facturers shy away because of fear that Federal c tract means a government man will run the facto —'tain't so.

After his own long experience, Zimmerman fe pretty strongly, however, that a company making quality of furniture can't produce another quali too well. (He once found, at Swain, in an effort bring in a less expensive line of sofas, all he end up saving was the cost of some materials—labor trained to do its job a certain way, and will ke on doing it that way, for one thing.)

"We welcome everybody who makes anything get on the bidders' lists and to come in and talk w us," says Zimmerman.

He points out that the Federal schedules are loose, and so is delivery time, that this is eas added business for a manufacturer. A good operat can do this and never interrupt his regular produ tion, Zimmerman says. This helps him to be assur he can keep his workforce.

A supplier shouldn't be afraid of government wo the design chief says. He thinks what keeps many o is that they just don't know what the ropes are f getting in.

Looking ahead, Zimmerman anticipates that t design group at GSA will become more involved the selection of furniture, in design, fabrics, a colors. In the next six months to a year, there pro ably will be more lines in the government schedul more variety of furniture, and probably, if there time, some weeding out of present lines. **(C)**



"What do I think she's saying? She's saying it's cold in here, he echo gives her the creeps, they spend $10,000 a year in floor wax and she wishes they'd carpet with Herculon like she used to have in the castle."

There's nothing colder than a cold useum. Or an icy bank. Or a chilly urch. And they needn't be. Not nen you can carpet them (and every her institution or office building o) with warm, practical, enduring rpet of Herculon* olefin fiber.

Is Herculon another ordinary dull-oking institutional carpet? No. It's autiful. And it stays that way too. ecause it's the easiest to clean of all rpet fibers. It's chemically inert and oisture resistant, so stains and soil ay right on the surface until they e wiped clean. Which keeps main-nance costs down to a minimum.

Further, Herculon stands up to a constant parade of crowds. Its durability is almost unbelievable. Lab and "in use" tests prove Herculon matches nylon in long wear and abrasion resistance. And is far more abrasion resistant than acrylics or wool.

Installation—even in the largest institutions—is no problem, either. Herculon can save as much as $3 per square yard below competitive carpet fibers of comparable bulk and construction.

Esthetically, it's everything you want. Magnificent color-fast solids, multicolors and patterns. Densely packed pile. Superb construction by the country's best carpet mills.

So. If you've been thinking about commercial carpet for your next museum, think about Herculon, the comforting carpet. And give Mona Lisa something to really smile about.

For further information, or for a free copy of the new Architect/Designer's Guide to Carpets of Herculon, simply call, write or visit Fibers & Film Department, Hercules Incorporated, 380 Madison Avenue, New York, N.Y. 10017. OX 7-0010. Since when is there a carpet that has all the answers?

Since when? Since Herculon.*

The No. 1 polypropylene fiber for contract carpets.

HERCULES

g. trademark of Hercules Inc., Wilmington, Del. for its olefin fiber.

FT67-3

Circle No. 20 on product card facing P. 166

Circle No. 21 on product card facing P. 166 for Oxford File →

Oxford Lateral Cabinets fit beautifully in the most unexpected ways

Versatility—in color, in space, in function—is the key to cabinet planning in contemporary office design.

In color, Oxford Laterals free you from drab, traditional office hues. You can choose from 12 colors, plus 2-tone combinations—or, on special order, any color you specify. And there's a 2-drawer executive model in oiled walnut.

In space, Oxford Laterals fit, literally, where other cabinets won't—for example, in narrow corridors. Because the shallow side opens up, a Lateral takes up less than 3 feet in depth, even with drawers opened. Yet each drawer provides 21% more filing capacity than you can cram into the typical front-opening cabinet drawer.

In function, every Oxford Lateral drawer can commodate a wide variety of filing arrangeme They are equipped for Pendaflex® hanging fold that can cut filing time in half.

All Oxford Laterals have rigid drawer fr (rather than "slide-up" fronts). The drawers smooth-operating, won't jam or squeak. Const tion throughout is exceptionally solid.

No wonder Oxford Lateral Cabinets are sh ing up in so many smartly-designed new offi

For full information write: Oxford Filing Su Co., Inc., Clinton Road, Garden City, New Y 11530. Telephone: 516 Pioneer 1-3200.



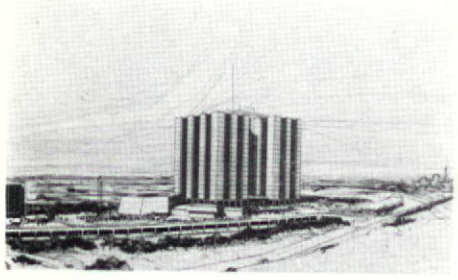
rpet by Painter.



CONTRACT BUSINESS: NOTES & COMMENTS

Minneapolis' new marketplace

The new Minneapolis Merchandise Plaza will be more than just a marketplace for manufacturers in the upper midwest. The Plaza (see cut), besides filling a need by enabling manufacturers and wholesalers to display wares in a single location the year-



round, is a smaller version of Rockefeller Plaza in New York City, the prototype of the city within a city. The new Plaza will incorporate many facilities. Focus will be the Merchandise Mart, a 20-story reinforced concrete and glass showroom building rising from a landscaped plaza. Adjacent will be a column-free exhibition hall. A motor hotel with swimming pool will be located at the east end of the complex, which will also have restaurant, banking, and shopping facilities, as well as an enormous warehouse. Architect for the 10-acre, multi-level center is Madgwick & Helander. Construction is scheduled to begin this summer.

FIT grads available for employment

June 1967 graduates of the Fashion Institute of Technology's course of study in interior design will be available for full-time employment from April 24-June 3. Following a return to college for a few days to attend a series of seminars, they will return to employers on a permanent basis. Students are trained to assist as sketchers, renderers, designers, executors of floor plans, color and fabric coordinators, shoppers, showroom sales assistants. Prospective employers wishing information should contact Miss Roslyn Zucker at (212) LA 4-1300, in New York City.

Masters for interior designers

A Master of Science degree in Interior Design will be offered by Pratt Institute beginning September 1967. The new graduate program is planned to satisfy the increasing demand from colleges and universities throughout the country which require a masters degree for teachers. Futher information on the program is available through Harold Leeds, Chairman, Dept. of Interior Design, Pratt Institute, Brooklyn, N.Y. 11205.

From Ziegfeld to Burlington

A new 50-story office structure, to be known as The Burlington Building, will be erected on the site of the old Ziegfeld Theatre on Avenue of the Americas in New York City. Burlington Industries, Inc., world's leading producer of textiles and textile products, has completed a long-term lease for 500,000 square feet of space for corporate and divisional operations in the building that will bear its name. When occupancy takes place—in mid-1969—32 of the company's divisions, now scattered in ten locations, will be centralized. Architect for the tower structure, which will be surrounded by plazas on all sides, is Emery Roth & Sons.

Frederik Lunning prize awarded

The annual Frederik Lunning prize, a cash award of $7,000 will be divided equally between Swedish glass artist Gunnar Cyren and Finnish furniture designer Yrjo Kukkapuro. The prize, sponsored by Georg Jensen, Inc., was conceived to encourage young Scandinavian designers who demonstrate potential for influencing the development of Scandinavian design both at home and abroad.

Student competition

The imagination and skills of interior design students will be called upon in a national competition sponsored by Decorative Furniture Manufacturers Association, in celebration of its 25th anniversary. The competition has two categories—residential and non-residential—and an award of $500 will be given to the top winner of each. All entries will be judged for originality, coordination, and use of color, plus integration of all furniture and furnishings and adaption of these factors to the room's use. All furniture must be selected from lines produced by members of the Association, and only one entry per student may be submitted. Requirements are: perspective renderings and room plan, clippings of fabrics, paint colors, etc., plus a brief written description of the room's purpose and use. Each entry must be mounted on one 30 by 40-inch display board, with a sealed envelop containing student's name and school attached to the back. Deadline for entries is April 30, 1967. For additional information, write to: DFM Student Awards, c/o Allied Board of Trade, 521 Fifth Ave., New York, N.Y. 10017.

CMA elects '67 officers

William Riddle, Buckstaff Co., was elected president of Contract Manufacturers Association, a group composed of manufacturers and representatives of furnishings and equipment for commercial interiors based in the 11th floor contract concentration in the Merchandise Mart, Chicago. Other officers elected are: Ted Mathews, Steelcase, Inc., vice president, advertising; Bob Fuller, All Steel Equipment, vice president, promotions; Jim Bidwill, Commercial Carpet Corp., secretary; Bill Ernst, Troy Sunshade, treasurer.

Elected to the board of directors were: George Seiffert, Chicago Hardware Foundry; Richard Winter, Tri-Par; Chet Wettstein, Thonet Ind.; Don Lence, Krueger Metal Products; Paul Hay, Vicrtex Sales Co.; Harold Moore, Charlotte Chair Co.; Larry Davison, Empire State Chair Co.; Fred Vanderschaaf, American of Martinsville; Dick Mills, Virtue Bros.; Ethel Samuels, NSID; Elizabeth Tomlinson, AID.

Electronics for the textile designer

The marvels of our electronic age never cease to amaze. The latest innovation is an electronic "paint brush and drawing board" that will enable the textile designer of the future to discard his traditional paint brush and graph paper in favor of a pen that "writes" with light on an electronic drawing board linked to a computer. The new technique, called "textile graphics," has been developed by IBM and a prototype model was recently demonstrated. It works like this: Instead of copying an enlarged outline of an artist's sketch onto graph paper, the designer displays the sketch on the IBM 2250, then selects weave designs from a library of hundreds of weaves previously stored in the computer. He indicates with a light sensing pen the area of the fabric pattern in which a specific weave is to appear and presses a button. The weave im-

(Continued on page 27)

Circle No. 22 on product card facing P. 166



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Say one of your clients is some big executive who wants a red rug on his floor and furniture upholstered in green.

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In our book, you'll find Green Gage in our Sturbridge pattern, next to greenish gold in Dauphine, next to greenish bronze in Fargo, next to greenish gold in Linwood, next to greenish Natural in Tweed, next to greenish gold in Lancia, next to greenish grape in Sterling, next to greenish Loden in Tweed, next t greenish Topaz i Sorrento, next t greenish Oro i Tuscany, next t Moss in Twee next to Lynn Green in Sturbridge, next t Ivy in Pelham, next to greenish Linden Tweed, next to greenish Lichen in Larami next to Avacodo in Pelham, next to sa green in Laramie, next to Sprout in Fargo next to spring green in Korvel, next t Empire Green in Korveau, next to green i Tanglewood, next to olive in Sterling, nex to olive in Super-X, next to a lot more w don't have room to mention.

Now, after you've got the right Koroseal green to go with that red rug, suppose you find your big executive really wants blue upholstery.

No problem. We've got bluish Cornflowe in Sorrento, next to Blueberry in Tweed next to French Blue in Tanglewood, nex to . . . .

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diately appears in the indicated area all other areas where it is needed. designer then uses his light pen lter specific thread intersections for netic or structural reasons. Relative- large time savings are claimed be- se the design for even a small ce of cloth can consist of more n a half million rectangles on the igner's graph paper. Although IBM lemonstrating the feasibility of tex- graphics (actual samples were pro- ed by this method), it has not de- oped full-scale programming sup- t for this application. Manufactur- who wish to develop their own tile graphics programming can call on IBM for technical assistance and dance.

MA adds new members

e Tufted Textile Manufacturers As- iation added 15 manufacturer mem- s and 27 associate members during 6. Of the 15 manufacturers, 14 are g and carpet manufacturers, while other is a carpet dyeing and fin- ing plant. The new members in- de: Saxon Rug Mills, Dalton Ga.; lifornia Weavers (Mand Carpet lls), Vernon, Cal.; Beacon Mfg. Co., nder, Ga.; Custom Floor Covering lls, Dalton, Ga.; Mercury Mills, Inc., lton, Ga.; Contract Carpet Mills Inc. lton, Ga.; Walter Carpet Mills, Los ngeles; Borg Fabrics, Delavan, Wis.; nyl Fabrics Corp., Dalton, Ga.; My- s Rug Co., Dalton Ga.; Lewis Carpet lls Inc., Cartersville, Ga.; Heirloom rpet Mills, Dalton, Ga.; Majestic rpet Mills, Cartersville, Ga.; Dorsett, lton, Ga.; and Royal Finishers Inc., lton, Ga.

otor hotel survey

here were 5,379 motor hotels with 1,787 units in the United States at e end of 1966, according to a survey Stephen W. Brener, of Helmsley- ear, Inc., real estate firm. The 1966 gures compare with 4,782 motor ho- ls with 467,608 units in 1965. The 7 new motels raised the national av- age size of a motor hotel slightly, om 98 to 99 units.

.2% gain in '65 furniture sales

he estimated total of household furn- ure sold in 1965 through furniture d department stores—the industry's o major outlets—was $2,552,439 at anufacturer invoice (a little over .25 million in retail figures).

Lodging industry registers gains

Gross income for the nation's 66,600 hotels and motels increased $156 million in 1966, while occupancy inched up to 64 percent compared with 63 percent in 1965. Approximately 1,000 new motels were built last year, and some 100 small hotels ceased operation or were razed. This resulted in a net gain of 34,000 rooms, bringing the total number of available rooms to 2,500,000. Prospects for continued good business seem bright, although an increase in room rates was predicted in many areas, due largely to the impact of higher wage scales.

AIA plans New York guide

A guidebook to the architecture of New York City will be released next year by the New York Chapter, American Institute of Architects, in conjunction with the AIA national convention in May commemorating the 100th anniversary of the NY chapter. Included in the 384-page guidebook will be more than 500 photographs and illustrations, including prototype building styles, stores, and residences of unusual interest.

New Social Sciences Center awarded

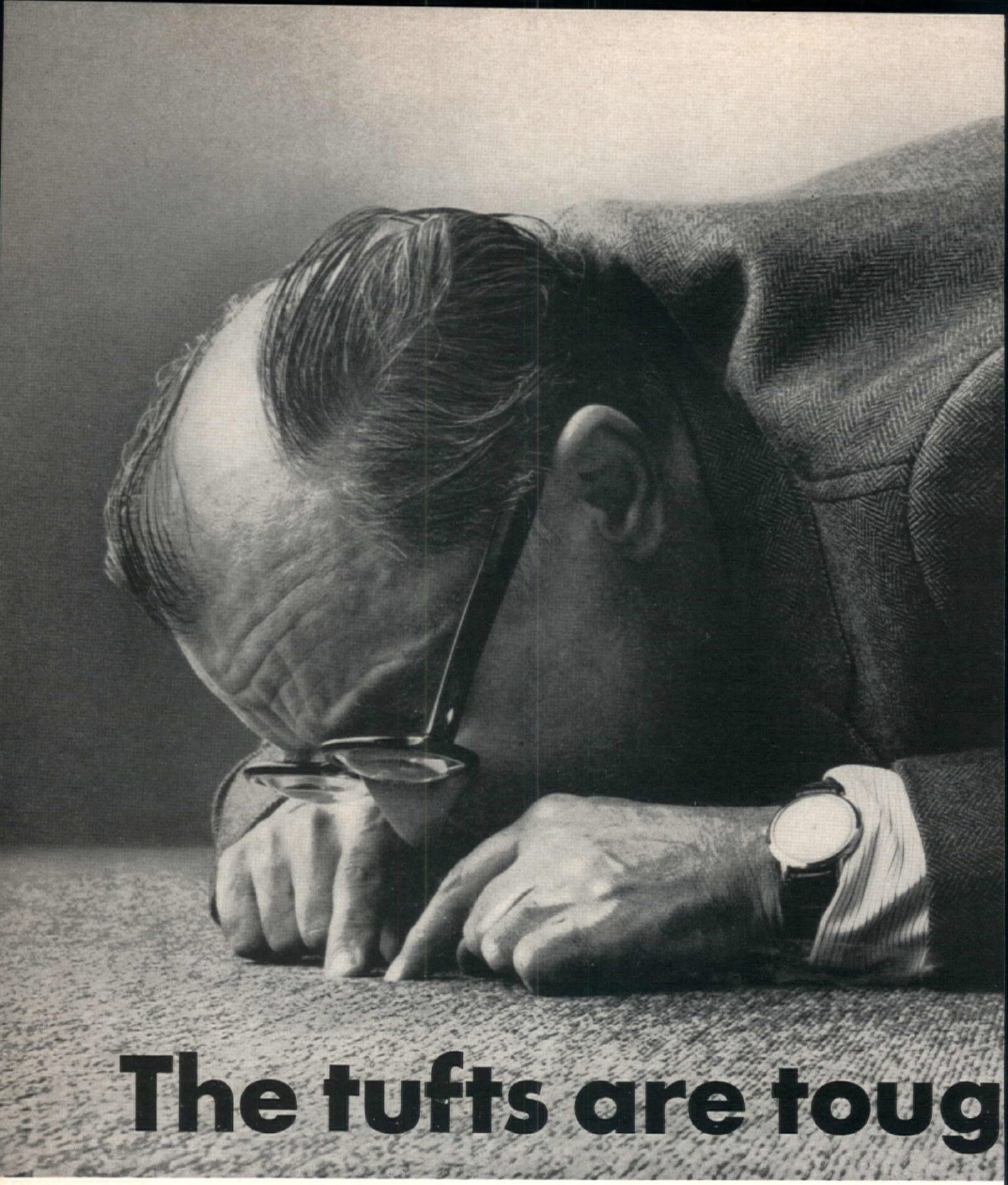
The 10th Annual Silver Medal Award of the Pennsylvania Society of Architects went to Harbeson Hough Livingston & Larson, Philadelphia architectural firm, for its design of the new Social Sciences Center of the University of Pennsylvania. The Center, a $5 million project recently com-

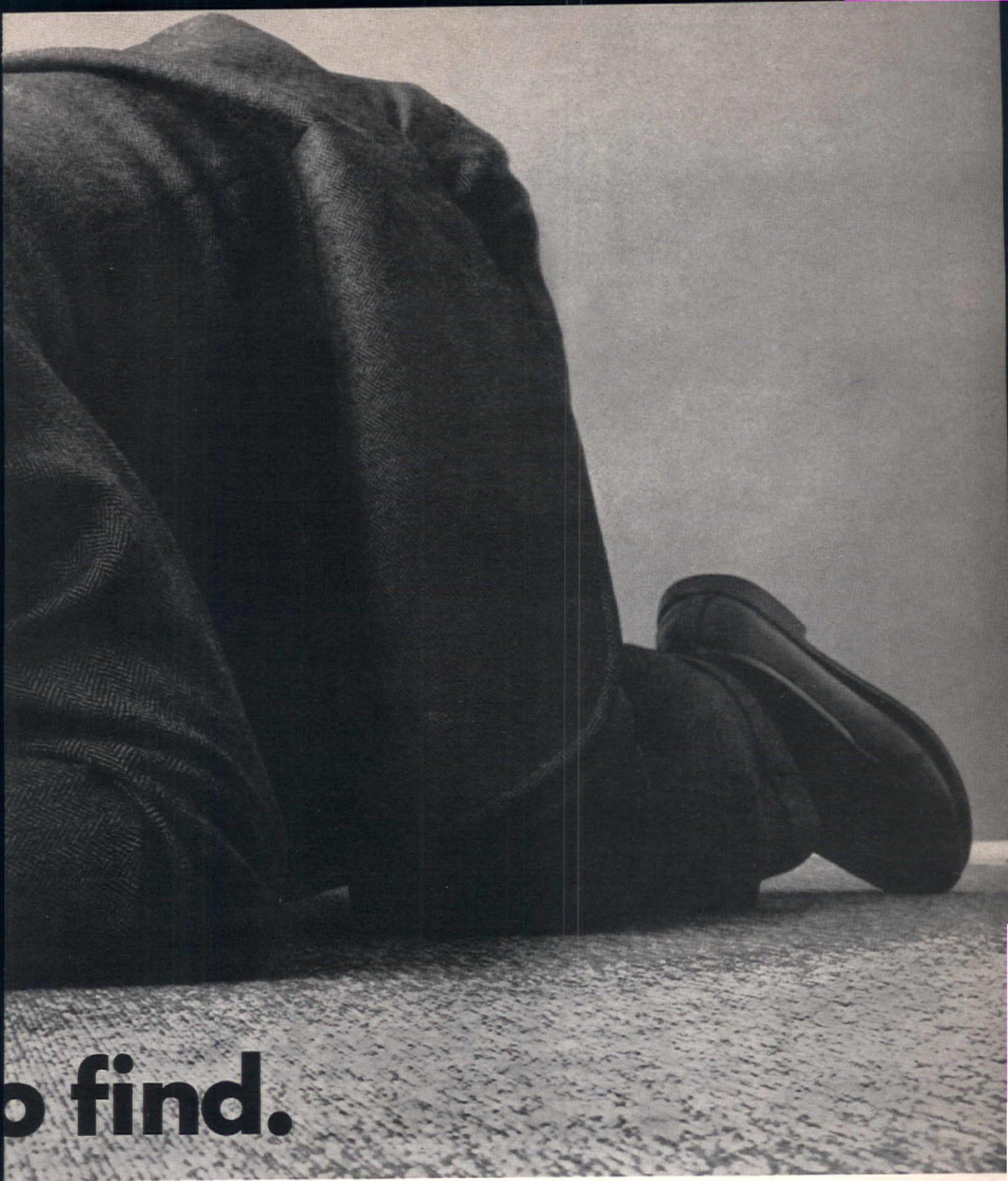


pleted, consists of four structures, and each building makes use of red brick facing, pre-cast concrete trim, and exposed vertical concrete columns to create a unifying effect (see cut). The Center is the first of a planned series of internal quadrangles to be built under the University's Integrated Development Plan.

New assignments . . .

I.S.D. Inc., international interior space design firm, is currently working on an extensive assignment for Sundstrand Aviation in Rockford, Ill. For the new divisional headquarters building, designed by architectural firm of Larson & Darby, I.S.D. will create an office environment to meet functional and human requirements, will provide long-range space planning to anticipate the best use of the building space now and in the future, and will design and specify interior finishes and furnishings for immediate needs. The first offices of the 246,000 square foot space will be ready early summer. . . . Flannery & Associates, Inc., Pittsburgh, is undertaking a service station remodeling program and signing development for Pennzoil. In another assignment, for U.S. Steel, Flannery is providing merchandising and design services for an all-purpose steel canopy program. . . . Corco, Inc., Chicago institutional interior design firm, will design furnishings for a major expansion of Lowell Hall, a luxury high-rise residence for women students at University of Wisconsin, Madison. The new residence will include a huge rumpus room with game equipment, snack bar, vending machines; three visiting parlors; library and reading room; a rooftop sun deck . . . Richard D. Roselle, Seattle-based design consultant, has the unusual commission to plan and coordinate color and material selection for the interiors of four new ferries of the Washington State Ferries. Roselle will serve as consultant to W. C. Nickum & Sons, marine architectural firm designing the four ships to be used in Puget Sound. . . . Brand-Worth & Associates, Los Angeles interior design/planning firm, is directing the remodeling of Gardena Bowl, in association with architect Philip Furukawa. A coffee shop and a bar and restaurant are being added to the 16-lane, 18,000 square foot bowling center. . . . Western Contract Furnishers, Oakland, Calif., will furnish the new executive offices of DiGiorgio Corp., food processing company, which will occupy the twenty-third floor of the new Alcoa Building now under construction in the Golden Gateway district. Western will provide complete furnishings, carpeting, draperies, and wallcoverings, working closely with architect and interior designer Whisler/Patri Associates. (C)


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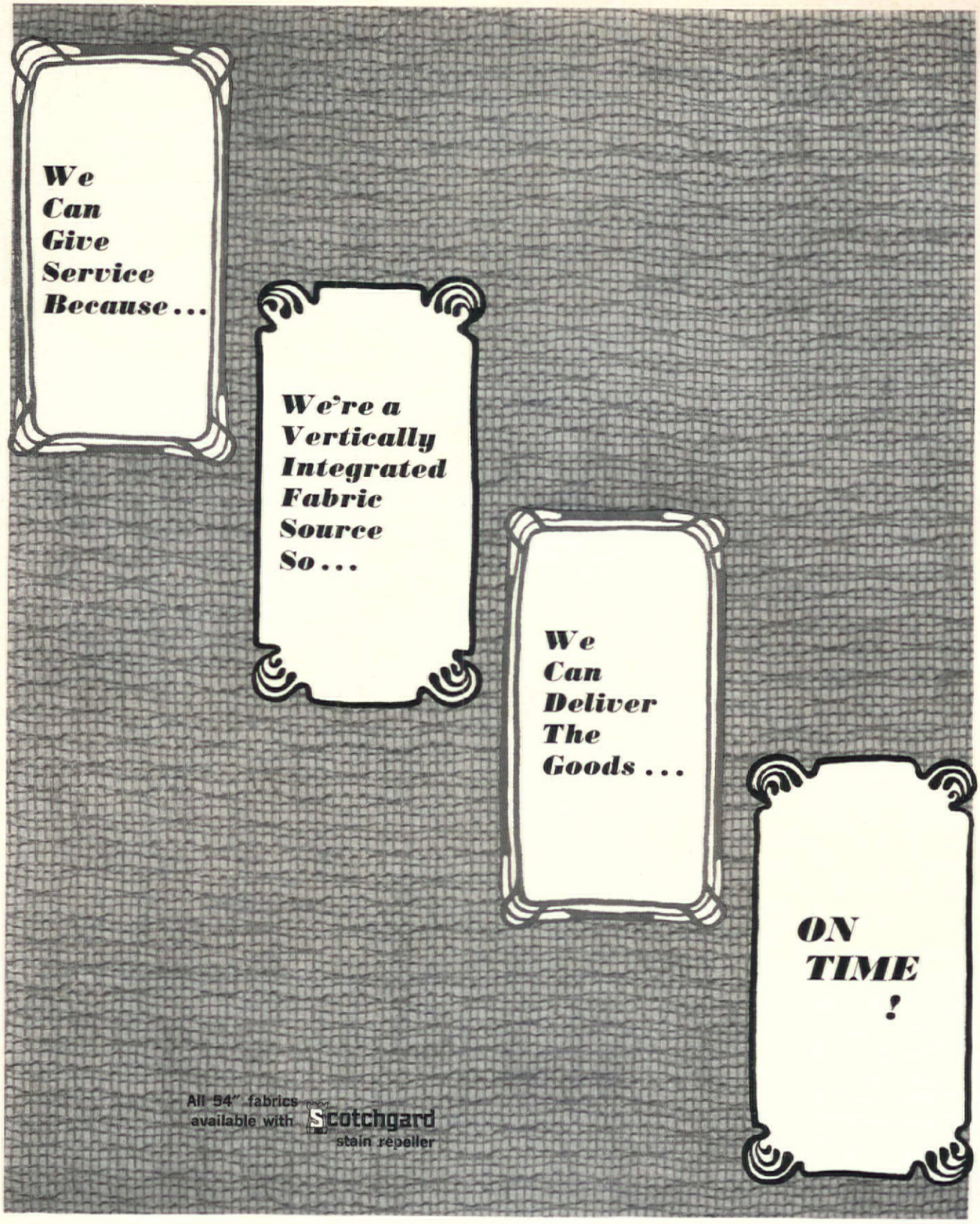
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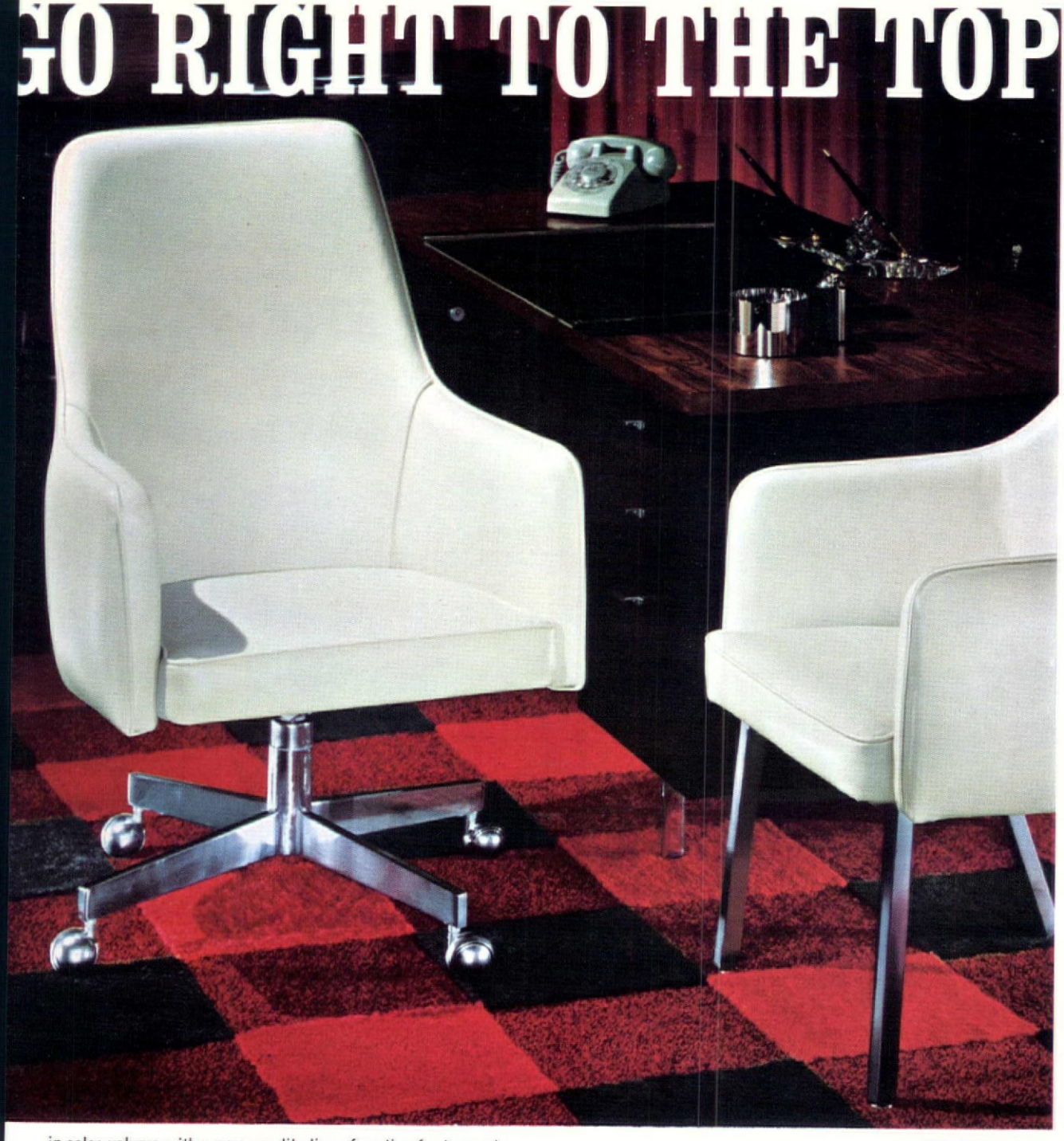
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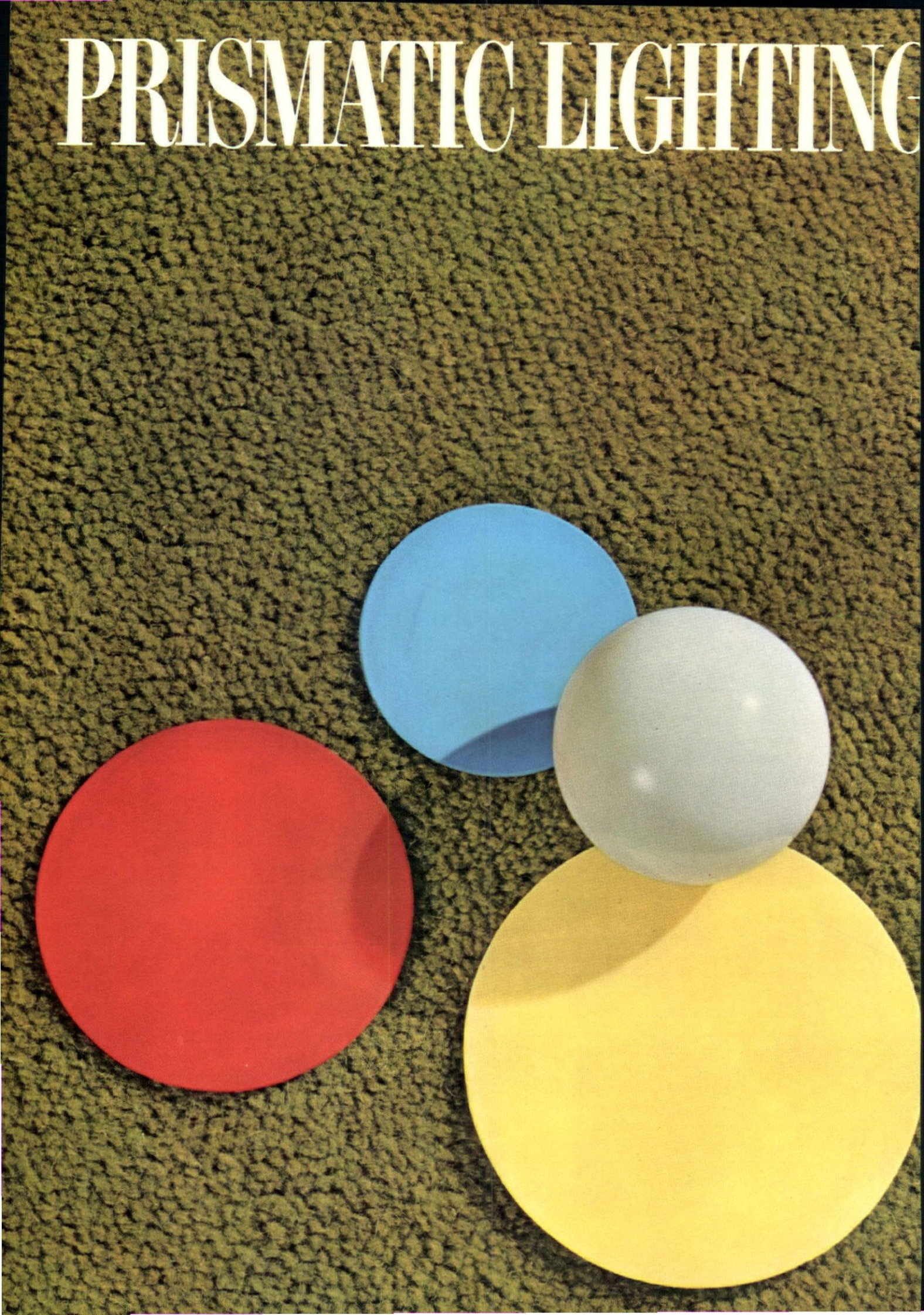
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Circle No. 25 on product card facing P. 166

PRISMATIC LIGHTING



how it shapes light to reveal color, texture, form

lor, texture, form—these are the ements you design with. The hting you specify must reveal em fully and faithfully. How ll lighting performs this task de- rmines the success or failure of y job. Here are some facts you ould know about a lighting tool at brings out all the color, tex- re and form you put into your sign—the Holophane prismatic NTROLENS.®

Controlling light

he Holophane Controlens, as its me indicates, is a *lens* designed to *ntrol* light. Like a louver, frosted obe or diffusing panel, it is placed tween the raw light source and the e. Unlike these other enclosures, wever, the Controlens has a surface prisms precision-engineered to di- ct light rays where they work most fectively to reveal texture, define rm and enhance color.

How the Controlens reveals texture

textured surface consists of peaks nd valleys. Excessively directional umination floods peaks with light, aves valleys in dense shadow. Totally ffused light illuminates peaks and valleys equally. Definition is lost, appearance is bland and lifeless.

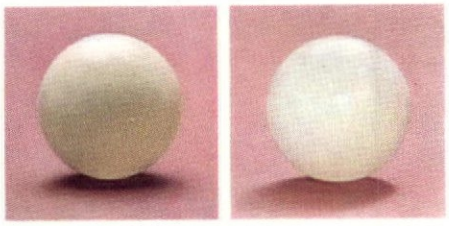


exture is fully revealed under Controlens lumination.

Holophane Controlens avoids these extremes. It delivers a *balanced blend* of directional and diffused light—*controlled* light that produces good highlights and just the right amount of shadow to bring out all the character and detail of the materials you design with.

How the Controlens defines form

Strictly directional light obscures form by overdefining it—lighted areas are too bright and shadows too dense to convey the shape and feel of an object. Completely diffused light, on the other hand, produces insufficient contrast and creates an uninteresting, one-dimensional uniformity.



Shape is completely defined (right) under light from Controlens. Highlights are good, shadows soft. Under improper lighting (left) highlights are missing, shadows excessively dense and harsh.

The Holophane Controlens delivers enough directional light to achieve shadow and definition, and enough diffused light to avoid harsh contrast. The forms in your design emerge fully modeled and defined.

How the Controlens enhances color

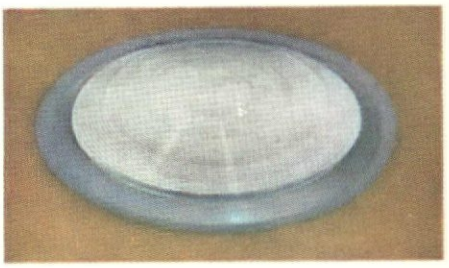
This same careful combining of directional *and* diffused light enables the Controlens to reduce the color-veiling effects of glare to a minimum. The result is *balanced* illumination that calls forth all the richness and drama of the colors you specify.



True, rich color (right) emerges when illuminated with light from Controlens. Excessively diffused light (left) veils true object color.

How to specify the Controlens

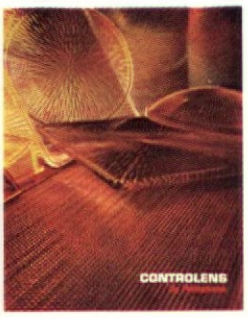
The Holophane Controlens comes in a broad range of sizes, shapes and styles—in both acrylic and glass—to satisfy all your requirements for fluorescent and incandescent lighting. Holophane manufactures the Controlens for more than *50* leading fixture manufacturers. You can specify a Controlens for practically any make or model of luminaire.



A round Holophane Controlens in a recessed incandescent luminaire.

Write for Holophane's illustrated, 64-page Controlens catalog. It contains specifications and full data on the widest and most versatile line of prismatic lenses available. The booklet is free to designers, and there is no obligation.

HOLOPHANE



Holophane Company, Inc. J-4
1120 Avenue of the Americas
New York, N.Y. 10036

Please send me the 1967 Controlens Booklet

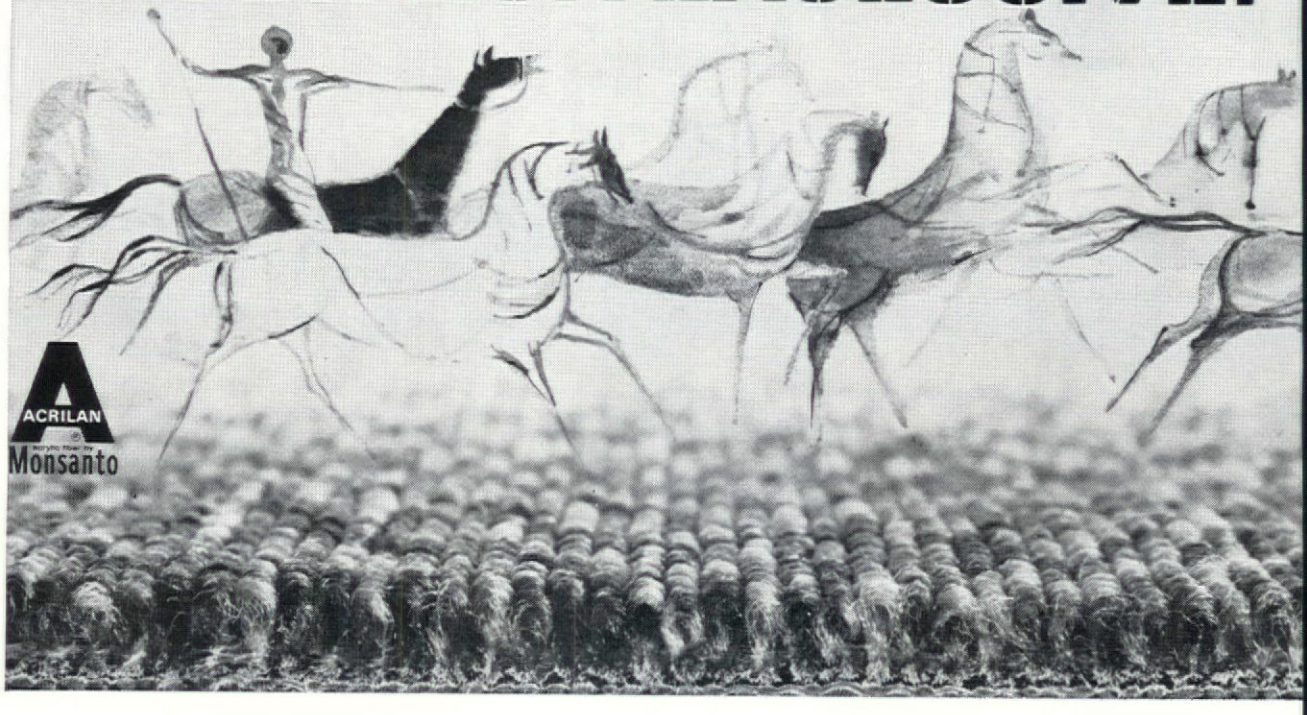
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If you would like to see and feel Explorer, write for a 3" x 5" sample. For further information and Sweet's File Catalogue, #28E, contact: E. T. Barwick Mills, Inc., Contract Division, Chamblee, Georgia.

*270 pitch

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Circle No. 26 on product card facing P. 166



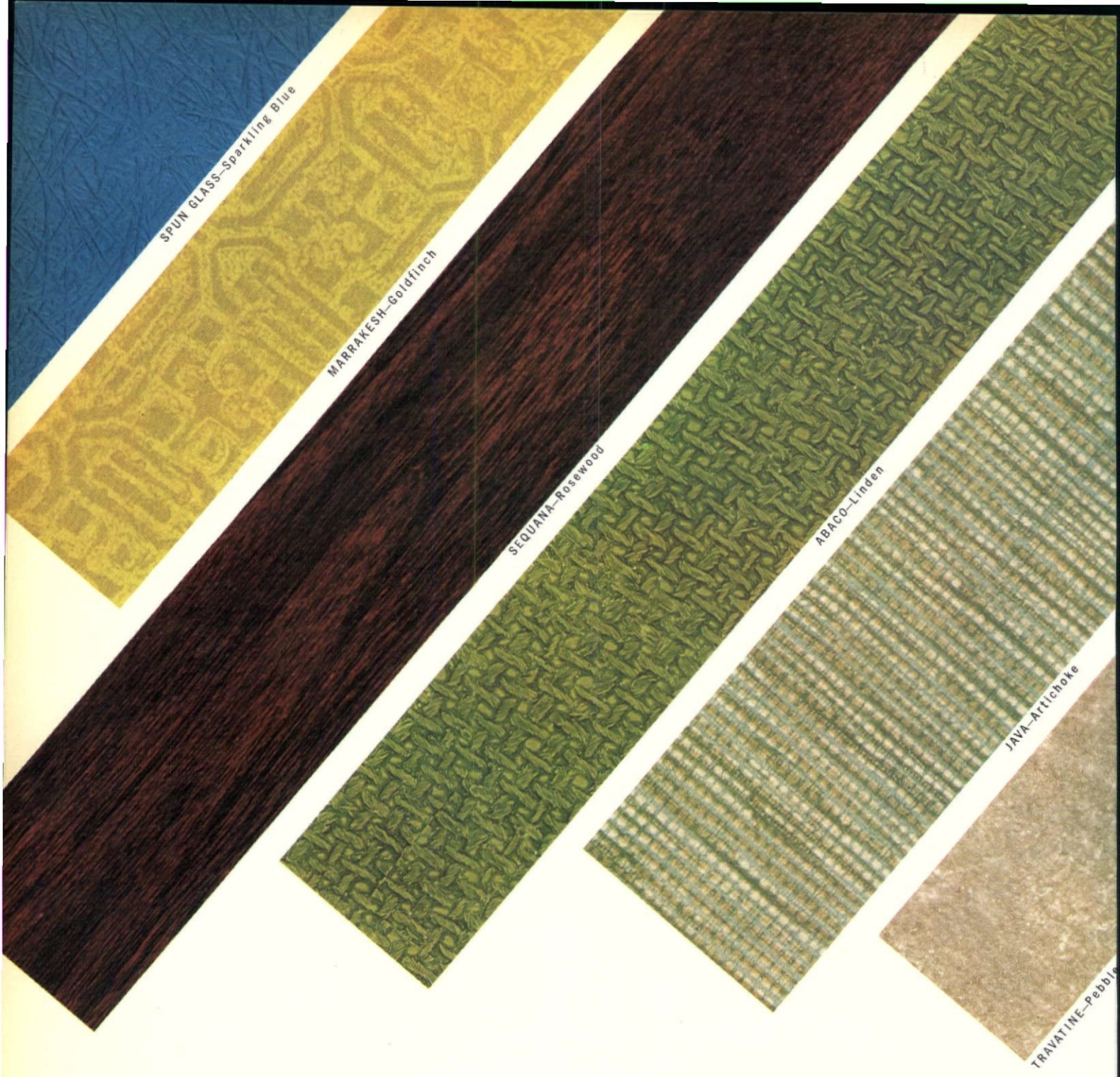




LEHIGH/LEOPOLD: NEW YORK SHOWROOM

The new Lehigh/Leopold showrooms at 415 Madison Ave., New York City, are an effective example of dramatic space planning. The showroom was designed with the intention of emphasizing the furniture itself, permitting the architect and designer to see the pieces with a fresh and clear outlook. This effect is achieved by the use of gray tones with white walls, unified by carpeting throughout the area. Other stark, but dramatic effects include a gray louver ceiling above which is an arrangement of fluorescent fixtures placed to produce a staged effect on the furniture beneath them (bottom photo). Accent lighting is provided through an opening in the ceiling at each column. Within the opening is a modular arrangement of gray plastic hanging panels which baffle the spotlight and extend from column to column, forming a fascia which delineates changes in the ceiling level. The changing ceiling heights, in addition to allowing more room for light fixtures and ductwork, provide a suggestion of defined areas within the open space of the showroom. Hanging plastic panels, which extend from ceiling to ceiling, column to column, divide the showroom physically, with the reflections and abstractions seen in and through the panels providing an extra element of interest.

Designed by Robert Tiffany, manager of design, Lehigh Furniture Corp. with the assistance of Richard S. Levine, the showroom displays a variety of both Lehigh and Leopold furniture, including desks, tables, chairs, sofas, ottomans, credenzas, and accessories. Among the new Lehigh products seen are the group 47 cabinet and desk, wood and metal chairs, round and rectangular tables, and a selection of fabrics. Lehigh's Centriform, a space-saving unit designed for banks (top photo), is also on display. The Leopold items include the Template two-drawer lateral file, curved desk and C-shaped work station, the new Century 21 desks, chairs and credenzas, and Mitre desks and credenzas. **(C)**



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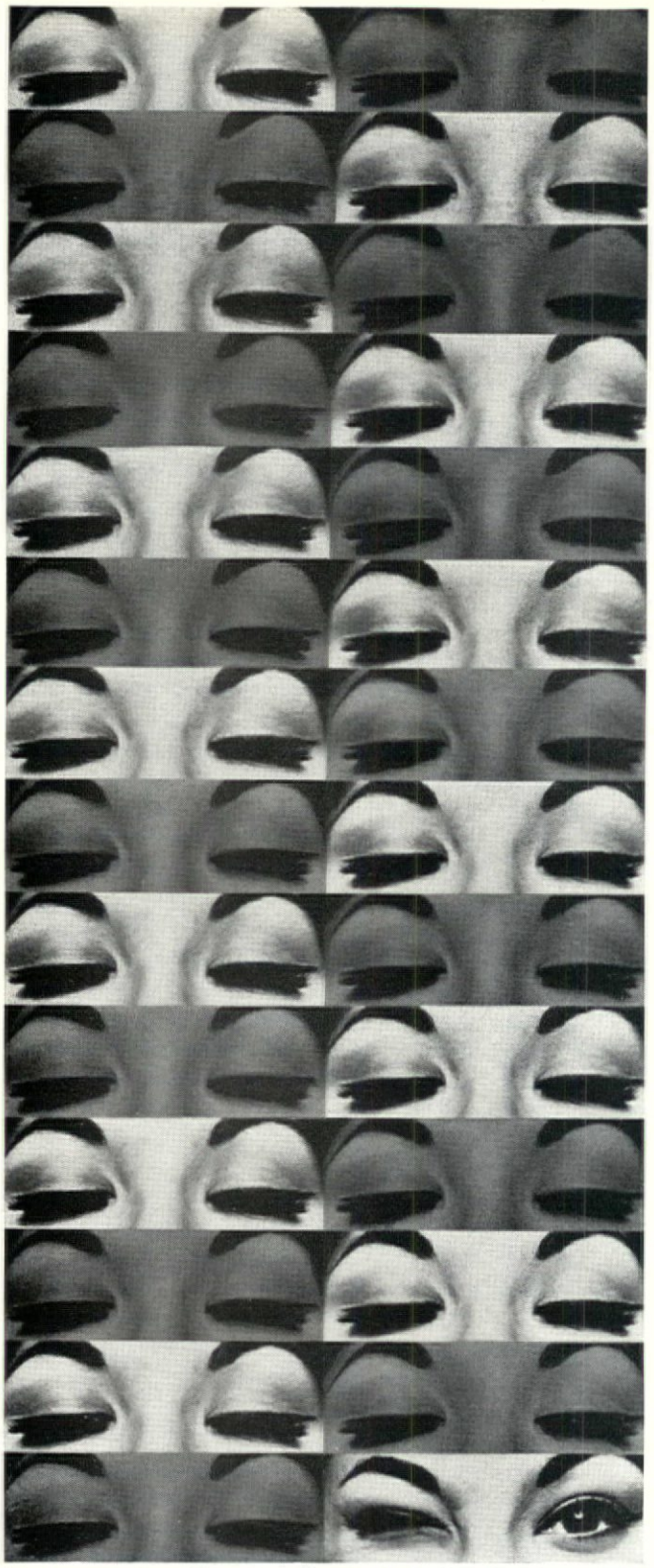
*DuPont's registered trademark for its polyvinyl fluoride film.

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CONTRACT NEWS

HOME FURNISHINGS CONSULTANTS, INC. is a new formed company specializing in sales and marketin research for the furnishings industry. Charles A. Gu sell, president, will operate from headquarters in th American Furniture Mart, 666 North Lake Sho Drive, Chicago.

GEORG JENSEN will locate its new furniture showroo in the Decoration & Design Building, New York Cit The new showroom which will be approximately 16,5 square feet, is primarily for designers, architects, an office planners. In addition to furniture, moder lamps and lighting and large decorative accessorie will be shown.

MORTON TEXTILES & FURNITURE, Chicago-based inst tutional design and furnishings firm, opened ne showrooms and offices at 346-58 West Kinzie.

A new graphics design-communications division, calle COMMUNICATIONS WORKSHOP, has been formed b MILO BAUGHMAN DESIGN, INC. It will service th firm's furniture manufacturing clients. The ne workshop is an off-shoot of the design and marketin service offered to Baughman clients.

DEHNER CO., Chicago, has been appointed distributo for Cohyde vinyl upholstery fabrics produced b Coated Fabrics division of INTERCHEMICAL CORP Toledo, Ohio. Dehner Co. specializes in the distr bution of vinyl coated fabrics to the furniture in dustry in the Midwest, dealing with manufacturer jobbers, and reupholstery shops.

SEERY & CO., architectural marketing services organi zation, announced the opening of a Chicago office a 211 East Chicago Ave. The new office will maintai a staff architect, in addition to marketing and graphi arts personnel. J. Edward Young is being transferre from Louisville to manage the Chicago operation.

HARTER CORP. has acquired the wood furniture div sion of SEAL INDUSTRIES, INC. The new operation wi be called the Denver Division of Harter Corp., and wi be headed by Galen E. Seal, founder of Seal Indus tries. Harter has purchased only the wood fabricatin portion of Seal Industries; Mr. Seal will continue t operate the other facilities of Seal Industries.

COLEMAN DISTRIBUTORS, INC., Atlanta, Ga., has bee appointed distributor for ROXBURY CARPET CO., in th southeast. Coleman will handle both residential an contract lines for Roxbury in North Carolina, Sout Carolina, Eastern Tennessee, Georgia, Alabama, an Florida.

Frank Cavallon of CAVALLON ASSOCIATES, INC., Ne York City, was appointed representative of the co tract line for CYPRESS FURNITURE INDUSTRIES, INC Miami, Fla.

← Circle No. 27 on product card facing P. 166 for Stauffer

Circle No. 29 on product card facing P.



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And you'll *certainly* want to see the new pleating systems and hardware systems we've developed, because they'll give you a lot of new ideas.

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And while you're there, perhaps you'll let us tell you a little about ourselves . . . about the contract work we've done . . . about the range and scope of our facilities . . . and what we can do for you.

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Circle No. 30 on product card facing P. 166

PEOPLE

JORGEN R. JENK, BEN BAILEY, and CARL MICHAELSEN have been elected by the board of directors of Georg Jensen, Inc. to the positions of president, chairman of the board, and executive vice president, respectively. Mr. Jenk, who joined the Jensen organization as vice president in 1965 succeeds Capt. Thomas A. Byrne as president. Mr. Bailey, with the firm since 1946, will continue supervising the firm's wholesale division in addition to his new responsibilities as chairman of the board. Mr. Michaelsen, newly elected executive vice president has been with Jensen since 1934.

MALCOLM W. NICHOLSON has been named vice president of JFN Associates, Inc. and has been elected a member of the board of directors and of the executive committee.

ROBERT MINASI and JERARD OFFEN have been appointed project directors of Saphier, Lerner, Schindler, Inc. Each will assume the supervision of several of the firm's current projects. PETER COHEN has been named budget estimator.

ROBERT E. M. des ISLETS, JR. has joined the staff of Albert Van Luit & Co. as promotion and sales representative for the New York City area.

BOB CARR and FRANK HUGGINS have been appointed to new positions at Jack Lenor Larsen. Carr is now executive vice president and general manager of Jack Lenor Larsen, including the Zurich operation, Winn Anderson Fabrics, and Ja-el Fashion Fabrics. Huggins assumes the position of vice president and sales manager in charge of all domestic sales for Jack Lenor Larsen and Winn Anderson.

PAUL J. BUCHEN has been named merchandising manager of Simmons Co. and will headquarter in Chicago.

PAUL BISCHOFF has joined Albert Parvin & Co., Los Angeles interior design and contract furnishings firm, as vice president and general manager. He was formerly vice president of Carson Pirie Scott & Co. in charge of the entire contract operation as well as the space planning services division.

MARTIN MANDEL, vice president-marketing and sales of Moray Carpets, has been appointed to the newly created position of vice president of the company's Commercial and Contract Division. He will assume the new responsibilities in addition to his present duties, and will also handle Moray's exclusive rights to sell Porter carpets in parts of the northeast.

DR. B. J. GAFFNEY, has been named vice president corporate engineering and development for Wood Conversion Co. where he will be responsible in a staff capacity for the engineering and development activities of the entire corporation.

Circle No. 31 on product card facing P. 166



Wrought Iron In Contract

Wrought iron furniture is both practical and beautiful whether selected for a dinette area to seat four or for a restaurant to seat 150. In either case, practicability is a prime consideration.
In Woodard's Pacific group this factor is emphasized in the strength of steel, it will last.
The comfortable seats and wrappings of simulated rush are made of material developed for outdoor use.
Wipe with a damp cloth to clean. Could anything be more practical?
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Circle No. 32 on product card facing P. 166

CALENDAR

1967

April 14-21. Spring Southern Furniture Market. High Point, N.C.

April 20-23. Semi-Annual National AID Conference. Galen Hotel, Key Biscayne, Fla.

April 25-27. CONTRACT '67—The National Contract Show & Convention, sponsored by CONTRACT Magazine. New York Coliseum, New York City. For details contact: Mr. Jerome Brown, National Exposition Co., 14 W. 40 St., New York, N.Y. 10018. 212/564-8714.

April 28-October 27. Expo 67—Universal International Exhibition of 1967. Montreal, Canada.

April 30-May 3. Sixth National Lighting Exposition, New York Coliseum, New York City.

May 3-6. National Association of Educational Buyers. Hotel Fontainebleau, Miami Beach, Fla.

May 14-17. Tufted Textile Manufacturers Association 22nd Annual Convention. Diplomat Hotel, Hollywood, Fla.

May 21-25. National Restaurant Association Convention & Educational Exposition, and Midwest International Hotel-Motel Show. International Amphitheatre, Chicago.

June 18-22. New York China & Glass Show. Hotel New Yorker, New York City.

June 18-24. Summer Furnishings Market. Merchandise Mart, American Furniture Mart, Chicago.

June 25-29. New York Lamp & Home Furnishings Show. New York City.

July 9-13. Furniture Market, Seattle, Wash.

July 10-14. Furniture Market. High Point, N.C.

July 10-14. Furniture Market. Dallas, Tex.

July 16-21. Furniture Market. Atlanta, Ga.

September 15-20. American Institute of Interior Designers, 36th Annual Conference. Shoreham Hotel, Washington, D.C.

September 27-29. Furniture Market. Dallas, Tex.

October 19-21. AH&MA Annual Convention. Statler Hilton, Boston, Mass.

October 20-27. Southern Furniture Market. High Point, N.C.

November 6-9. National Hotel & Motel Exposition, 52nd Annual Convention. New York Coliseum, New York City.

Product information rushed to you via computer. Use free reader service card facing page 166.

25-27*

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Program

TUESDAY, APRIL 25

a.m.-10:30 a.m. — *Lawrence Lerner, President, Saphier, Lerner, Schindler:* Fees — The best methods of charging for contract design/planning services

0 a.m.-11:30 a.m. — *Father William F. Burke, Ph.D., Director, Institutional Services, Inc., Catholic Diocese of Brooklyn:* Contract furnishings requirements of religious institutions

0 a.m.-12:30 p.m. — *Forrest Wilson, Feature Editor, Progressive Architecture:* Where is the personnel for the booming contract design industry coming from?

WEDNESDAY, APRIL 26

a.m.-10:00 a.m. — *Marvin Affrime, Director, The Space Group:* Maintaining standards of quality in contract design while simultaneously fulfilling corporate client requirements

0 a.m.-11:00 a.m. — *Robert Hughes, Chief of Furniture & Furnishings Branch, GSA, U.S. Government:* How the government goes about specifying and procuring contract furniture

THURSDAY, APRIL 27

a.m.-10:00 a.m. — *Lee Epstein, noted New York Attorney and counsel for the design industry:* What the space planner/designer should know about the law and contract with clients

0 a.m.-11:00 a.m. — *Tom Lee, president, Tom Lee Ltd.:* New problems and logistics that confront the hotel designer

0 a.m.-noon — Free for all *Lerner, Affrime, Wilson, Burke, Hughes, Epstein, Lee*

GRAM — 9:30 a.m. to noon, daily • **EXHIBIT HOURS — 11:00 a.m. to 6:00 p.m., daily**

CONTRACT '67

NEW YORK COLISEUM
APRIL 25, 26, 27, 1967

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Stephen Leedom
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Sweetwater Rug
Syracuse China
TechFab
Timbertone
Tree Time
Trend Mills
Tri-Mark Designs
Tropitone Furniture
United Chair
U.S. Vinyl
Valtronic
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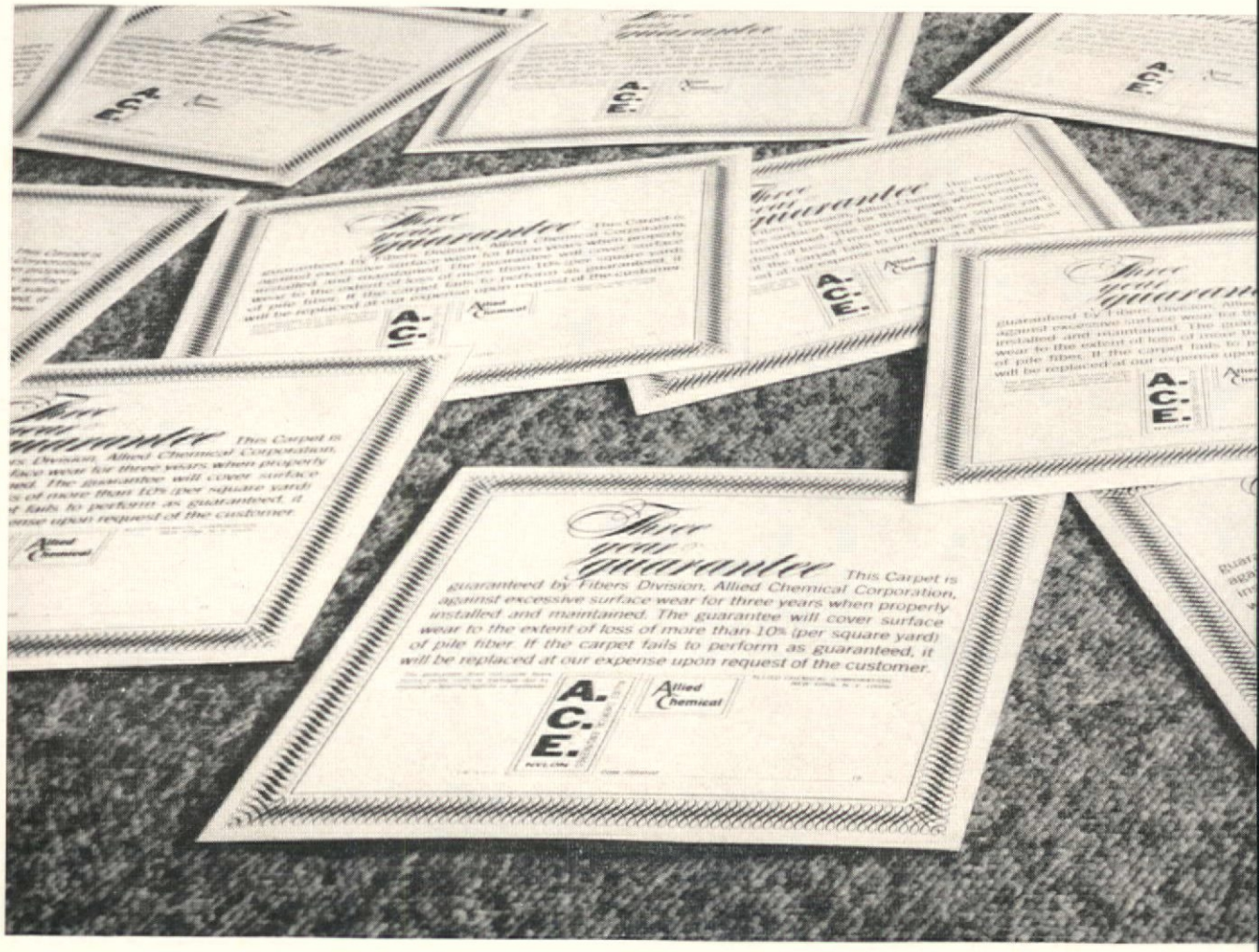
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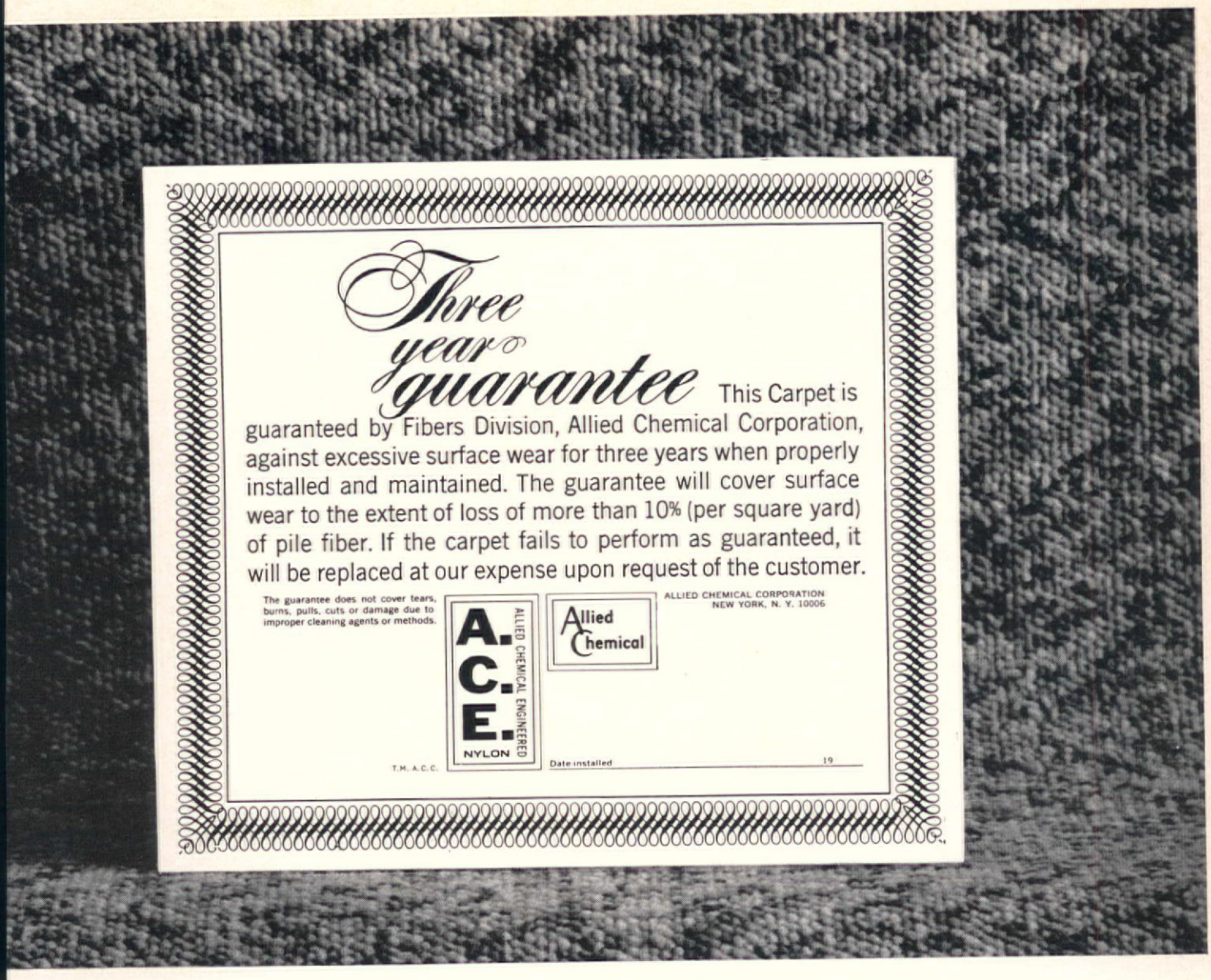
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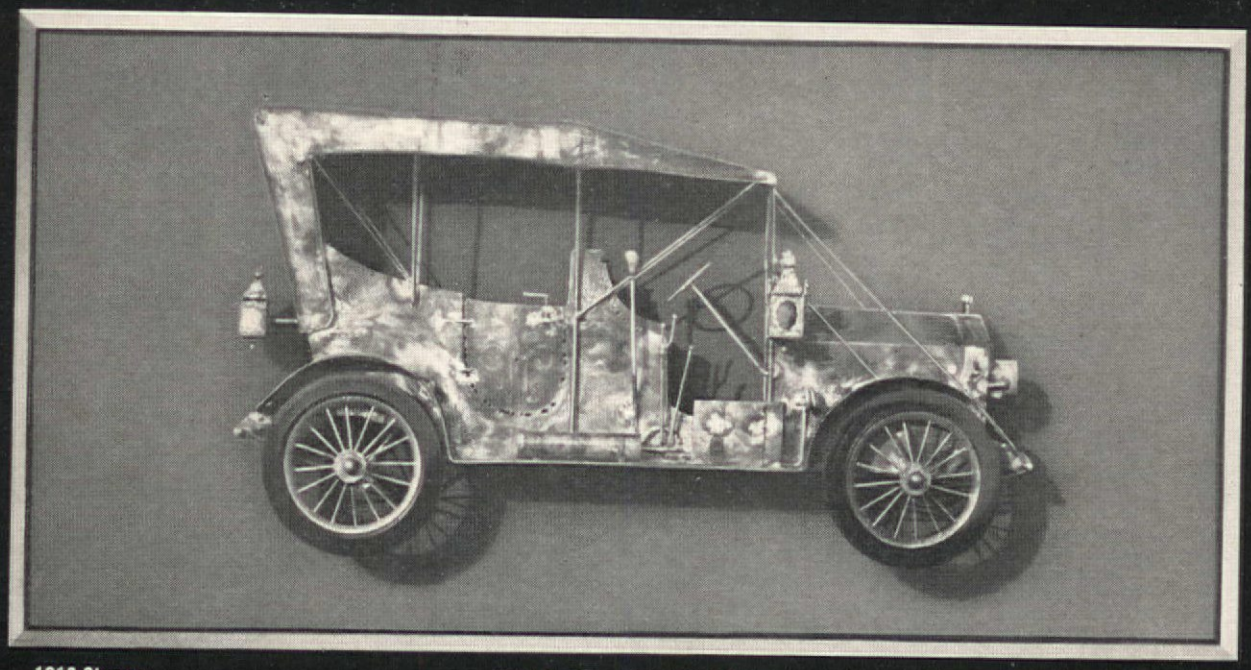
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☐ Please send information on mills carrying A.C.E. carpets.
☐ Please have a representative call on me.

Circle No. 34 on product card facing P. 166

Paintings and Metal Wall Sculpture



1910 Stearns — Hand Sculptured in Solid Copper — 26" x 50"

...FURNISH THE WALL

With HILLSIDE'S Exclusive Paintings and Metal Wall Decor... at all Major Markets

For the unusual, consider Hillside House of Original's brass and copper wall sculptures on rich deep pile velvet backgrounds and framed in gold leaf. The variety of designs and meticulousness of workmanship make them a focal point on any institutional or home wall.

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Hospitality in the grand manner pays off! More and more hotel and motel operators are realizing the value in investing in ASTRAL Compact Refrigerators.

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Over 2,000,000 Astral refrigerators now in use.

morphy-richards Astral

MORPHY-RICHARDS, INC. □ ASTRAL REFRIGERATOR DIVISION
128 Ludlow Avenue, Northvale, New Jersey 07647, Post Office Box #10

Circle No. 38 on product card facing P. 166

Circle No. 37 on product card facing P. 166

General Tire Sponge Rubber Carpet Cushion Welcomes Guests at New Howard Johnson's Motor Lodge

The 5,000 square yards of General Tire Sponge Rubber Carpet Cushion installed in the recently opened Howard Johnson's Motor Lodge just outside Springfield, Missouri, does double duty. First, from check-in to check-out, guests are treated to luxurious underfoot comfort—the kind they write home and tell their friends about. Second, it provides long term insurance for the handsome carpeting used extensively throughout the motor lodge, protecting the owner's investment by adding dividend years to the carpet's service life. But that's not all. This long-lasting underlay tailors easily to any floor plan. Installation is quick and simple. For unmatched room service, specify and install General Tire Sponge Rubber Carpet Cushion.



NATIONAL AGENTS:

AIR CREST PRODUCTS
2301 S. Paulina Street
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CROWN PRODUCTS CORP.
2121 E. Wheatsheaf Lane
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Guaranteed Unconditionally

All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance. This guarantee applies to installations on grade and above grade, to include use over radiant-heated floors and cement floors. Any General Tire Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to the customer.

THE GENERAL TIRE & RUBBER COMPANY
CHEMICAL/PLASTICS DIVISION • JEANNETTE, PENNSYLVANIA

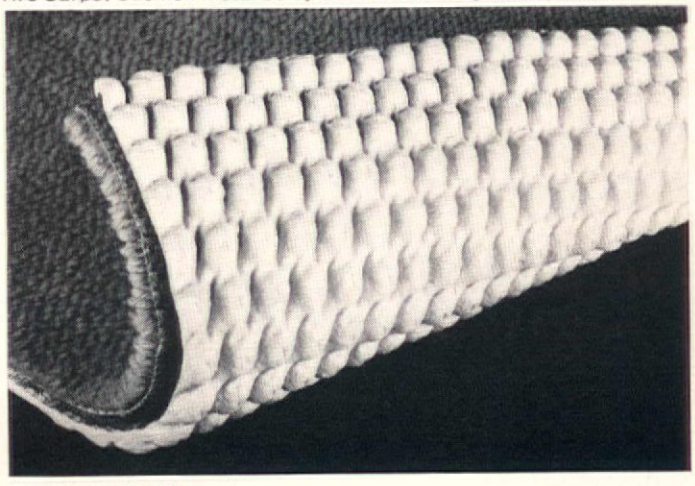
GENERAL TIRE

CHEMICAL/PLASTICS DIVISION
Jeannette, Pa.



General Tire Carpet Cushion installed by the Midwest Rug Co., Springfield, Mo.





Circle No. 39 on product card facing P. 166

Now...carpeted ramps to 1,200,000 square feet of enclosed shopping mall



Installation at King of Prussia Shopping Plaza near Philadelphia, Pa. Evantash & Friedman, Architects, A. I. A; M. A. Kravitz Co., Developer. Both are Philadelphia firms.

Millions of feet will rush this handsomely carpeted ramp . . . quietly and comfortably . . . because Porter Carpets' Port Supreme is here.

This busy enclosed shopping mall—one of the country's largest—has this carpet running all the way up the ramps from the lower level to the upper mall. But Port Supreme can take it. (And give it.) It's constructed of 100% A.C.E. (TM) continuous filament Caprolan (TM), Allied Chemical Engineered to take constant traffic punishment. (There are more ounces of A.C.E. Caprolan in Port Supreme than in any other commercial carpet in the industry.) Absorbs most noise, cleans and repairs easily. Simple daily vacuuming keeps it plush looking. Saves up to 50% in maintenance costs.

Delivery 4 to 6 weeks

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Engineered for commercial conditions by Porter

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A+ Plus Value

Porter CARPETS

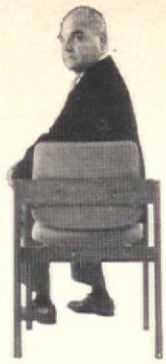
Inquiries receive immediate attention

P. O. Box 333, Cartersville, Georgia • A Division of Tifton Rug Mills

Circle No. 40 on product card facing P. 166

Circle No. 41 on product card facing P. 16

Take it from the top...



the right . . . the left . . . the front . . . the rear . . . or Take it from any direction you will. You can't outflank this black-walnut beauty from Metropolitan. A born freestander, it even puts up a brave front from the rear. To complete the picture, touch it up with a lively color or a neatly understated neutral tone from industry's widest selection of instock fabrics. ☐ For the refreshingly original in contract upholstered furnishings, tables, and decorator lighting, we invite you to take our 138-page catalog from the top. Send your letterhead request to Metropolitan Furniture Corporation, 951 Linden Avenue, South San Francisco, California 94080.

METROPOLITAN

IMPORTED FROM SAN FRANCISCO



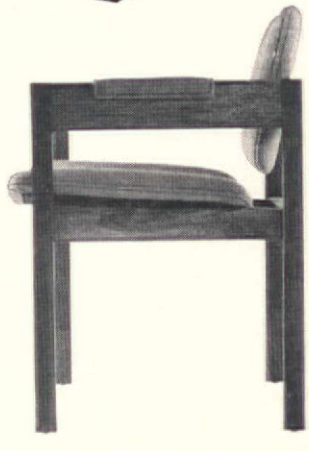












Showrooms: San Francisco, 700 Sansome; Los Angeles, 724 Home Furnishings Mart; Dallas, 450 Decorative Center; Chicago, 621 Merchandise Mart; New York, 232 E. 59th St.; Paris, Poin Care 9495

SHOWROOMS IN MOST MAJOR CITIES



***and just as "suite" for restaurants, schools, stores, other busy places.** Busy homes, too. No other backing brings you and your clients all the benefits on the right. Which makes Jute-on-Jute backing the one to specify for every commercial, institutional and residential carpet installation. Check *both* backings. Turn the carpet over to see the secondary backing. Then fold back the carpet to see the primary backing through the pile. If *both* are Jute, have no reservations.

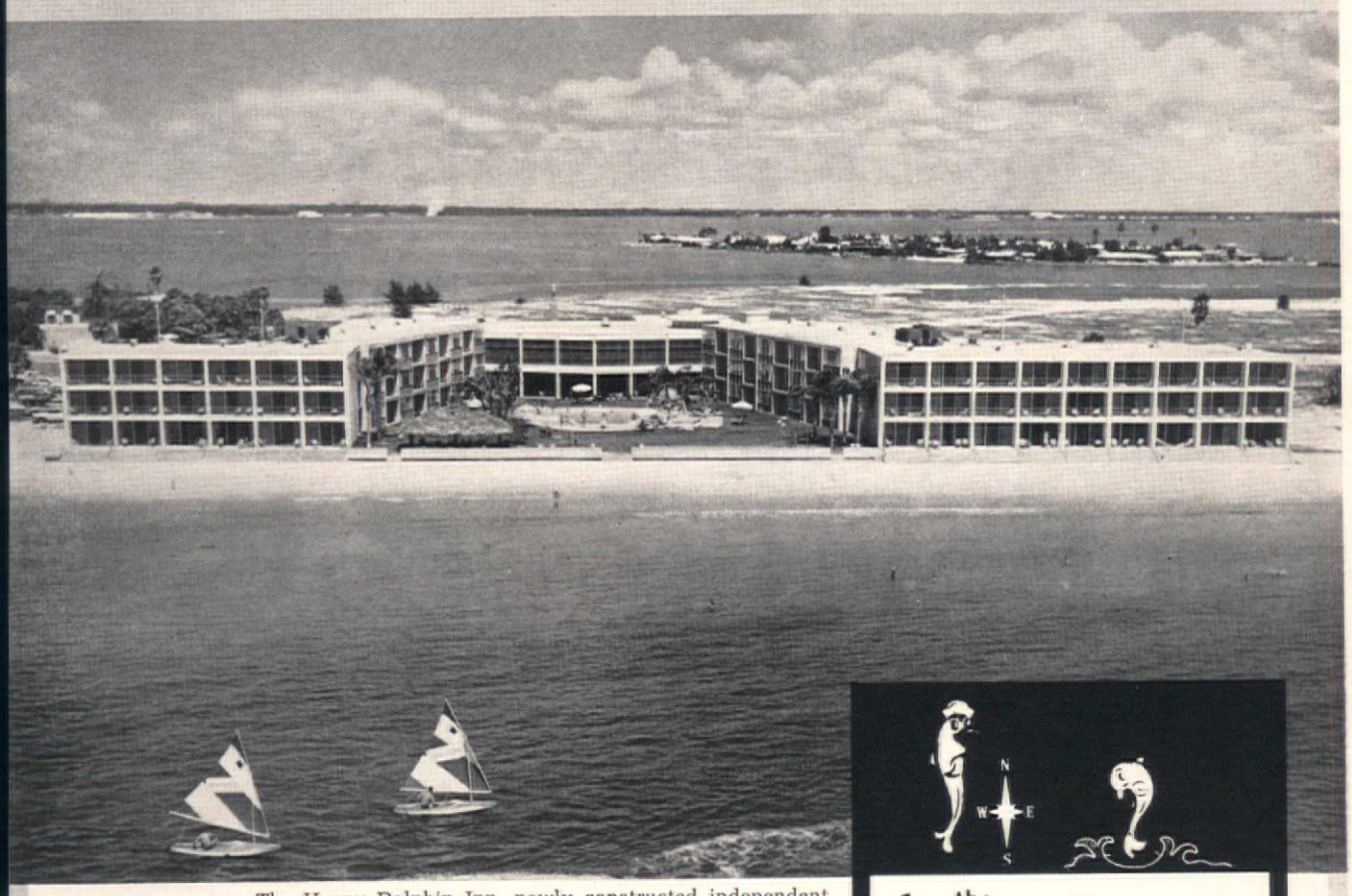
- Extra weight and "hand" to impress clients.
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- All-directional strength for power-stretching with full tension (makes re-stretching unnecessary).
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JUTE

Even in a luxury motel like this, most guests spend 1/3 of their time in bed!



The Happy Dolphin Inn, newly constructed independent luxury motel, equipped with Holland Maid Innersprings, on St. Petersburg Beach, Florida.

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Swimming pools, superb cuisine, and enchanting cocktail lounges play a definite part in a motel's competitive hospitality program. But most guests come to a motel for one basic reason — to rest. And what do your guests judge your motel by? A good night's sleep.

Guest comfort begins with the innerspring unit. Holland Maid Innersprings enable the mattress surface to adjust to each guest's individual weight. Personalized sleeping comfort for guests of all shapes, sizes, ages.

And best of all, mattresses made with Holland Maid Innersprings are comfort-for-keeps investments. They keep their supple surface, live wire support, and automatic adjustment to weight longer.

Ask your contract mattress supplier about Holland Maid Innersprings. He'll tell you that their coil design exceeds Federal Specification VM-96 Type 2 — the most specified and used innerspring design in the contract mattress market.



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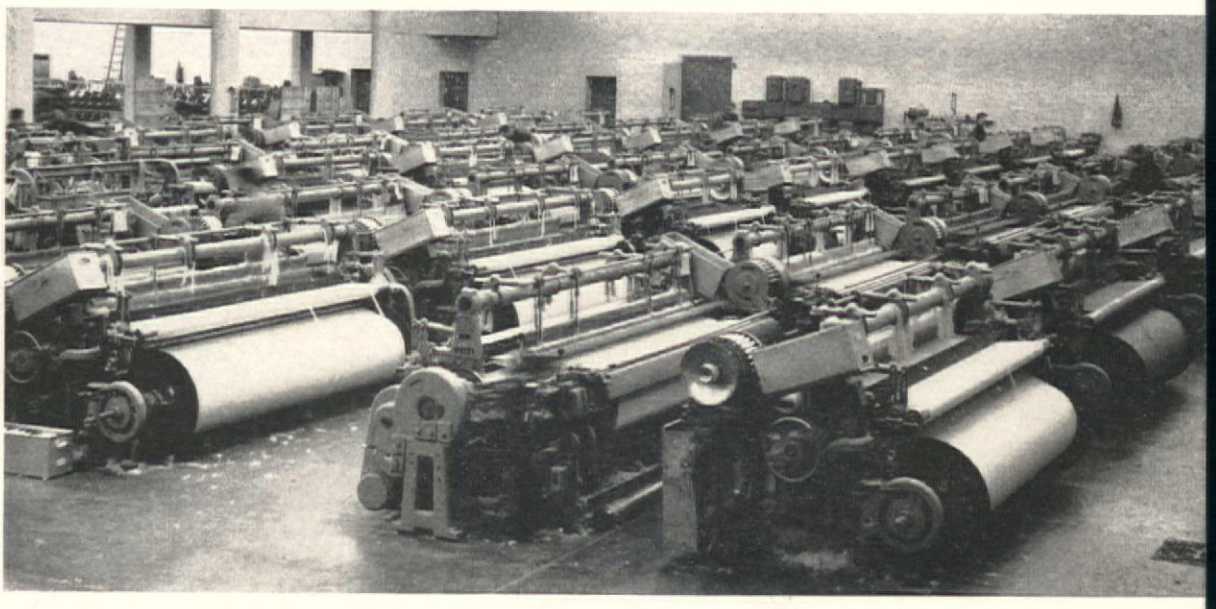
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Circle No. 42 on product card facing P. 166



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BELGIAN LINENS MEAN BUSINESS



Forget these glib adjectives. Let the facts speak for themselves. Modern machines production methods in Belgium convert the world's tallest flax into a vast range of weaves. No country makes such novelty weaves. The more traditional create su backgrounds for prints.

These fine decorative fabric firms design and sell Belgian linens. They know they mean business.

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Eaglesham Prints
Elko Fabrics
Erbun
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House of Verde
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New quiet strength with **flair**...from Lyon!

Revolution in Steel

■ Nothing here is borrowed from the past! Veteran perfectionists in steel equipment set out to please you. And they made this new office furniture so dramatically different, you'll have to see, hear and feel it to believe it!

Lyon engineers designed the desk top as the main structural member from which all other parts stem. They used two layers of steel, ribbed the lower half for extra strength. Gave the back panels double walls. Made the pedestals continuously welded structures which gird the front opening. Then soundproofed both with honeycomb filler. They made our exclusive "lock-in-top" feature control *all* drawers, providing at the same time for interchangeability of pedestals.

Lyon elegance is many things. It's careful sculpturing that looks less massive, adds leg room. It's double walled



drawers with vinyl glides and rubber bumpers for added serenity. It's a choice of 9 lustrous 100% acrylic finishes that will last with the furniture.

Ask your Lyon office furniture dealer to demonstrate the "unprecedented 7*" Lyon advantages. Be pleasantly surprised by attractive Lyon prices!

*Patents Pending

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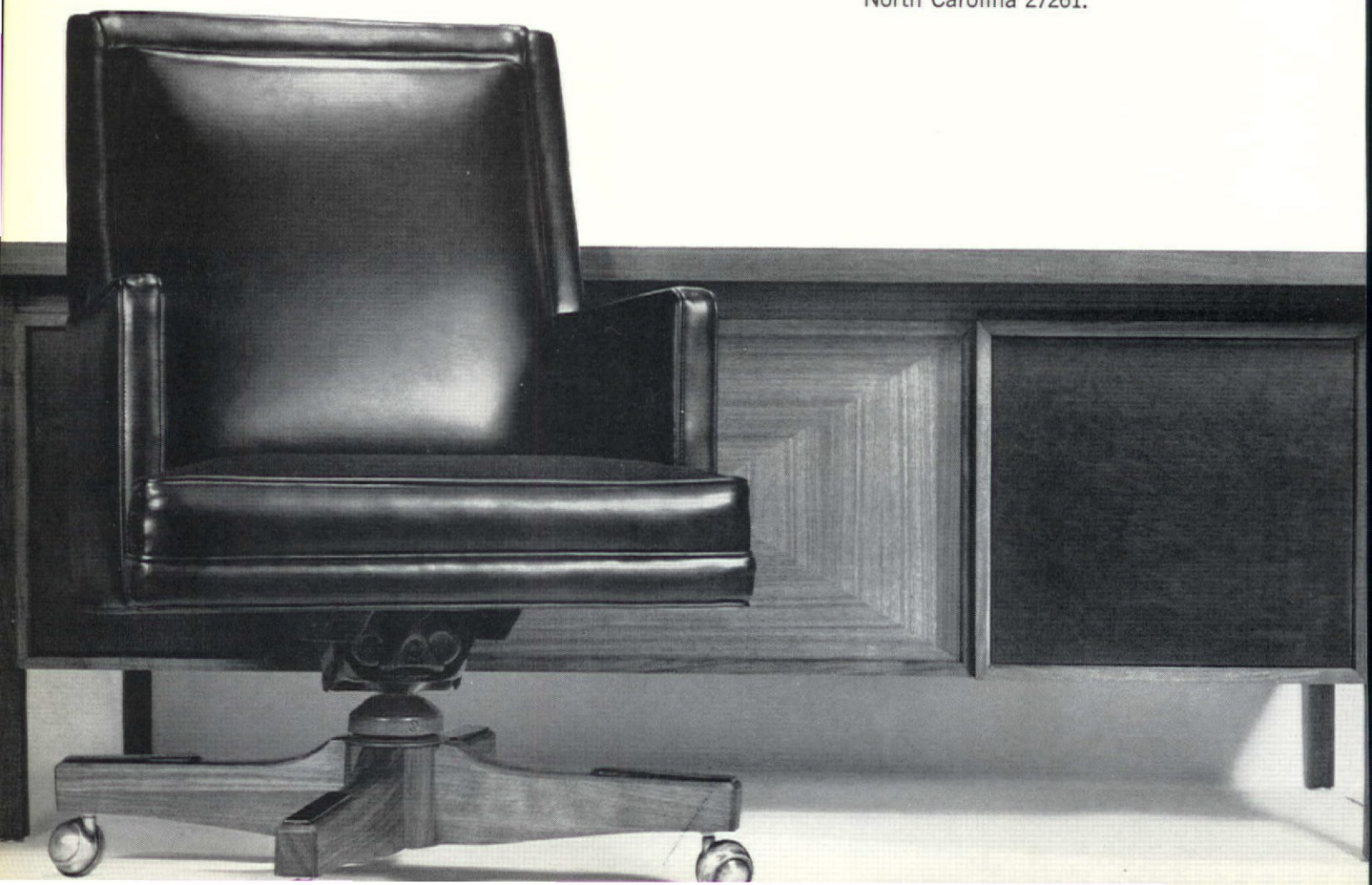
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Circle No. 46 on product card facing P. 166 →

ALMA.

Alma?

Expect the unexpected from Alma craftsmen. That's how we became the world's leading manufacturer of wood office furniture. Designs like this, the Series 400, are another reason. For a complete catalog, write Alma Desk Company, High Point, North Carolina 27261.



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To the point. You have special needs. We have special fabrics...or tell us what you have in mind.

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Circle No. 47 on product card facing P. 166

Circle No. 48 on product card facing P. 166 →

Five years after you've bought our commercial carpet, you still won't know what a good investment you made.

You'll just begin to realize what a terrific carpet Mohawk's Scholastic is. How long it lasts. How great it looks after years of use. And the money it saves you on maintenance.

You'll know that just because it's called Scholastic doesn't mean that only schools can use it.

To begin with, Scholastic has Mohawk's unique Trendtex® weave with staggered loops. When you step on it, the loops lean against each other, giving each other support. When you pick up your feet, the loops bounce back.

Which means that Scholastic is extraordinarily crush-resistant and will keep on looking beautiful no matter what happens to it.

With Scholastic you never have to worry about shading, footprints, or scuff marks, because Mohawk took special care to weave a tight surface of Acrilan® acrylic and modacrylic.

And the ten beautiful colors that Scholastic comes in will do great things for your hotel, your church, your office, your restaurant, your bank, your library, or whatever.

The Acrilan acrylic also makes Scholastic moth-proof, mildew-proof and non-allergenic.

When you have Mohawk's Scholastic, maintenance is no problem either. All you need is a couple of vacuum cleaners, a spot removal kit, and a much smaller cleaning crew than you need to take care of whatever you have now. In a third of the time. At less than half the price.

Of course, not everyone's commercial carpet is such a good investment. So it's important to specify Scholastic. Backed by the experience and know-how of Mohawk.

Get in touch with our commercial carpet department at 295 Fifth Avenue, N.Y.C. and ask for one of our specialists.



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Presenting a veritable cornucopia of refreshingly new multi-weight solid sheet Vinyl Prints and Textures inspired to enhance your style and color creations in commercial and industrial wallcoverings.

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Write for new MULTI-TEX II sample book.

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REMINDER

Be sure to visit Booth 602 and see the new MULTI-TEX II Solid Sheet Vinyl Wallcovering Fabrics.

Circle No. 49 on product card facing P. 166


Give me a room with some zing.
Give me a room that's comfortable.
Give me a functional room
Give me a room that's warm and peaceful.

Give them Simmons rooms









The coed, the convalescent, the nurse and the traveling salesman have very specific ideas about their rooms—ideas that dictate very different types and styles of furniture.

Anticipating all their needs is the business of our Contract Division—the major supplier of furnishings for dormitories, nursing homes, hospitals, hotels and motels.

Simmons makes it easy for you to specify the latest in styles and functions for the rooms you're designing or furnishing.

Take the exciting new PACE Collection, for example. PACE dormitory furniture lets you design interiors precisely the way you want without the expense and uncertainty of ordinary millwork cabinetry. It gives you an extensive selection of wardrobes, desks, chairs, built-in beds and accessories in the style, color and finish you prefer.

PACE hospital and nursing home furniture excels in durability, construction simplicity for easy cleaning and maintenance, style and long-term value. The line of Simmons patient-care beds and bedding, including famous Fabrisan-covered Beautyrest mattresses, gives you the widest selection in the health-care field.

For hotels and motels, ask for Simmons Britannia—a popular new line of English colonial wood furniture, or Castillo—quality wood furniture with an exciting Spanish flair.

Call your local Simmons representative for advice on any contract furniture buying. And be sure to ask him about Simmons liberal financing plans. If you prefer, write directly to us.

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Completely washable, shrinkage controlled. Not a laminate but a soft drapable lining that deadens both sound and light, and will not crack, peel or turn brittle. For hotels, motels, projection rooms, laboratories, nursing homes. Specified by such outstanding institutions as the new Statler-Hilton in Baltimore; Western's Place Bonaventure in Montreal; Admiral Benbow Motels; Metropolitan Airport Inn, Detroit; Antlers Plaza, Colorado Springs; Georgia Vancouver, many more!

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See us at "Contract '67", Booth 504 for details of complete contract program.

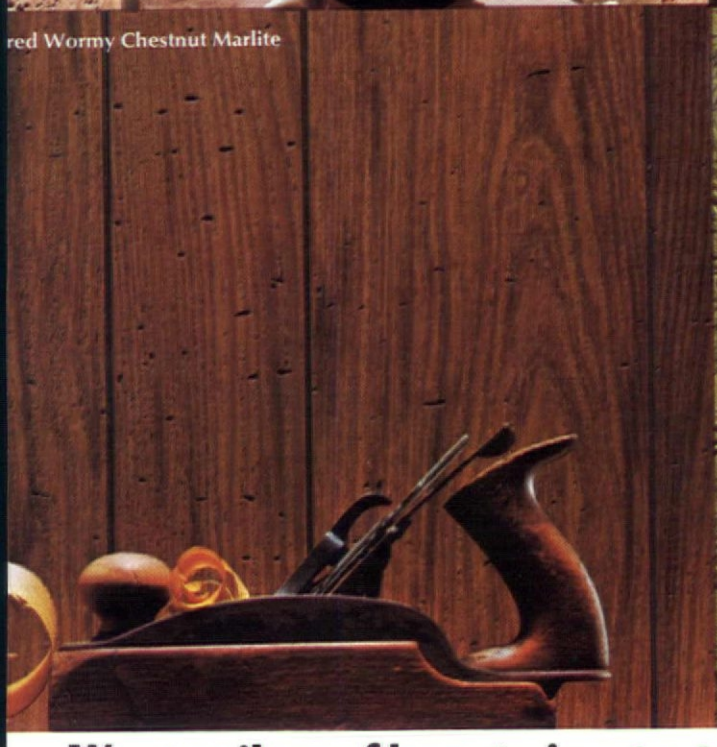
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Circle No. 52 on product card facing P. 16









6647

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CHARLOTTE, MICHIGAN

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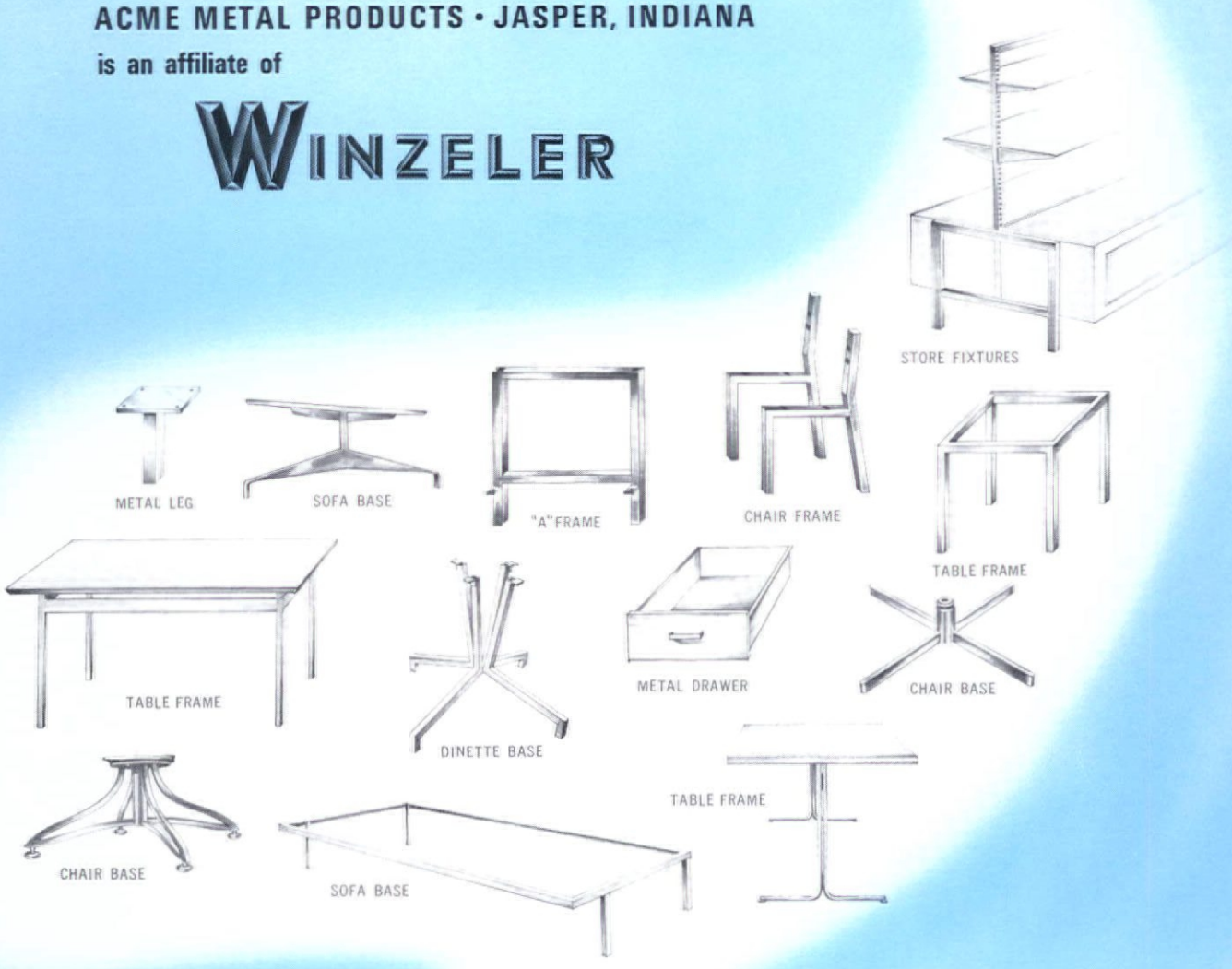
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Beautiful And So Easy To Install...



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Circle No. 58 on product card facing P. 16

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VICRTEX DESIGN

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Our designers are always enthusiastic about each new Vicrtex pattern—and they should be. We're happy to report, though, that their ETA on Montage was way off! Introduced just this summer, Montage has been specified for—and hung on—more walls than almost any other newly introduced Vicrtex V.E.F. pattern. See for yourself how Montage makes a room; by itself, or as a corking good accent wall with other Vicrtex beauties.

see our catalog in Sweet's

See us at Contract '67

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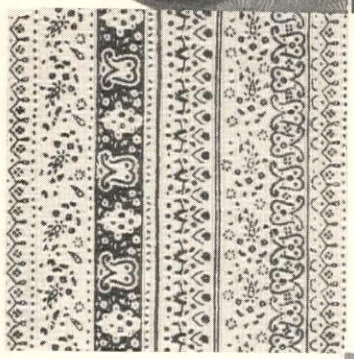
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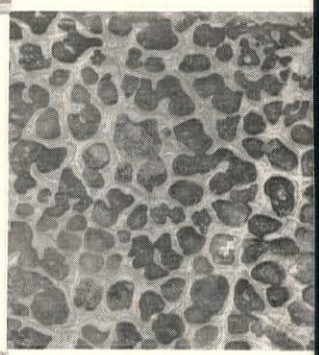




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1964 **The Chair is designed** for polypropylene, by Robin Day, celebrated British Architect.

1965 **The Chair is produced** by the Research and Development engineers of Hille of London.

1966 **The Chair is produced in U.S.A.** by John Stuart International.

1967 **The Chair is in use in 23 countries**—in schools, dorms, clubs, libraries, auditoriums, waiting rooms, hospitals, hotels, restaurants, banks, shops, office and homes.

The Polypropylene SR²™ Chair has everything, style, comfort, light weight, great strength. Will not craze nor crack. Is resistant to stains, mars and scratches. Can be washed with soap or detergent. Stackable.

Ask for literature illustrating the entire galaxy of Polypropylene SR²™ Chairs.

JOHN STUART INTERNATIONAL CONTRACT DIVISION OF JOHN STUART INC.

PRINCIPAL OFFICE AND SHOWROOM • 205 EAST 58TH ST., NEW YORK, N.Y. 10022
(212) HA 1-1220 • Cable: Jonstuart New York

Accordia-fold by Kirsch is the new pleating system that makes draperies an architectural asset. From inside or outside.

With this new snap-tape and dual-channel Compact Architrac® rod, draperies can give your windows the trim, tailored effect you desire.

HERE'S HOW:

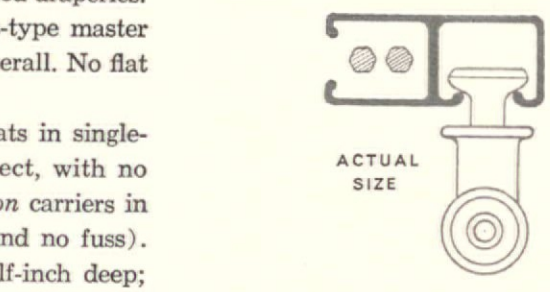
Draperies made with Accordia-fold stack back into half the space needed with conventional pinch-pleated draperies. Sleek accordion folds and a unique new butt-type master carrier give draperies a uniform appearance overall. No flat fabric areas in the center, or on the ends.

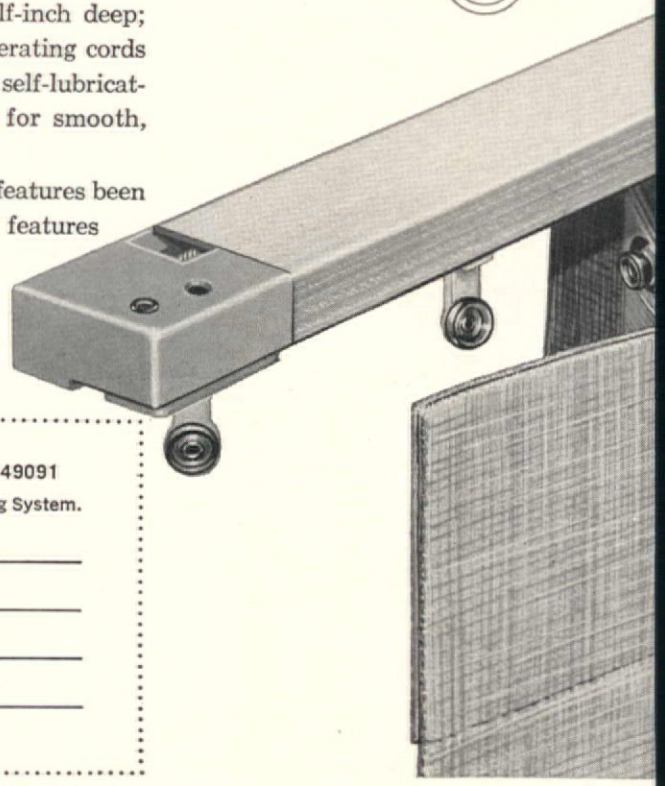
Nylon tapes with snaps installed, hold pleats in single-fold, front-and-back headings that stand erect, with no bending or bunching. Draperies simply *snap on* carriers in natural, graceful folds. No hooks, no pins (and no fuss).

Aluminum Compact Architrac is just a half-inch deep; mounts flush to ceilings or inside cornices. Operating cords and pulleys are concealed in the rear channel; self-lubricating snap carriers ride in the front channel for smooth, trouble-free operation.

Never before have so many unique desirable features been combined in one traverse system. Outstanding features that make draperies an architectural asset.

Send for your Kirsch Accordia-fold catalog today. *(Accordia-fold is also available in Canada.)*





Kirsch Company, Dept. T-467, Sturgis, Michigan 49091

Please send information on new Accordia-fold Pleating System.

Name_____

Address_____

City_____

State_____ Zip*_____

**Mailing regulations require zip code.*



Circle No. 63 on product card facing P. 166

Take a letter: *(Any letter by Knight.)*



. . . You'll see how you can add a distinctive final touch to any prestige interior.

To the architect and decorator, metal letters by Knight underscore the asthetic excellence of fine interior design.

For lobby directories, entranceways, office identification, Knight aluminum or bronze letters spell quality, are generally applied at less cost than hand-lettering, last a lifetime with minimum maintenance.

Knight letters come in fine striated satin finish or polished and buffed. You can also specify anodized and baked enamel finishes on aluminum, or oxidized bronze. A wide variety of modern faces, plus Knight custom-designs — including company signatures and trademarks.

Take a letter: To Knight — for FREE BULLETIN.



H.W. knight & son inc.
METAL LETTERS & FIGURES

70 LANE STREET, SENECA FALLS, N. Y. 13148

Circle No. 64 on product card facing P. 166



Pick a feeling. Build around it.

The feeling of a particular Stow | Davis chair can often act as catalyst in solving interior design problems.

This feeling is intuitive. It begins to lead your imagination this way or that, helping you to materialize the *total* design idea.

Equally important, the feeling of a Stow | Davis chair is physical. It is texture, shape and form.

It is enduring craftsmanship in the highest degree.

For the next interiors assignment why not consider using one of the many fine Stow | Davis chairs to help stimulate your imagination!

The Stow | Davis Showrooms below are created for use of architects, decorators and designers. For catalogs and price information, write directly to Stow | Davis, Grand Rapids, Michigan.

SD
STOW | DAVIS

GRAND RAPIDS
25 Summer St. N.W.
616 456-9681

NEW YORK
49 E. 53rd St.
212 688-9410

CHICAGO
1181 Merchandise Mart
312 321-0436

LOS ANGELES
8899 Beverly Blvd.
213 878-3050

DALLAS
650 Decorative Center
214 742-1661

Circle No. 65 on product card facing P. 166

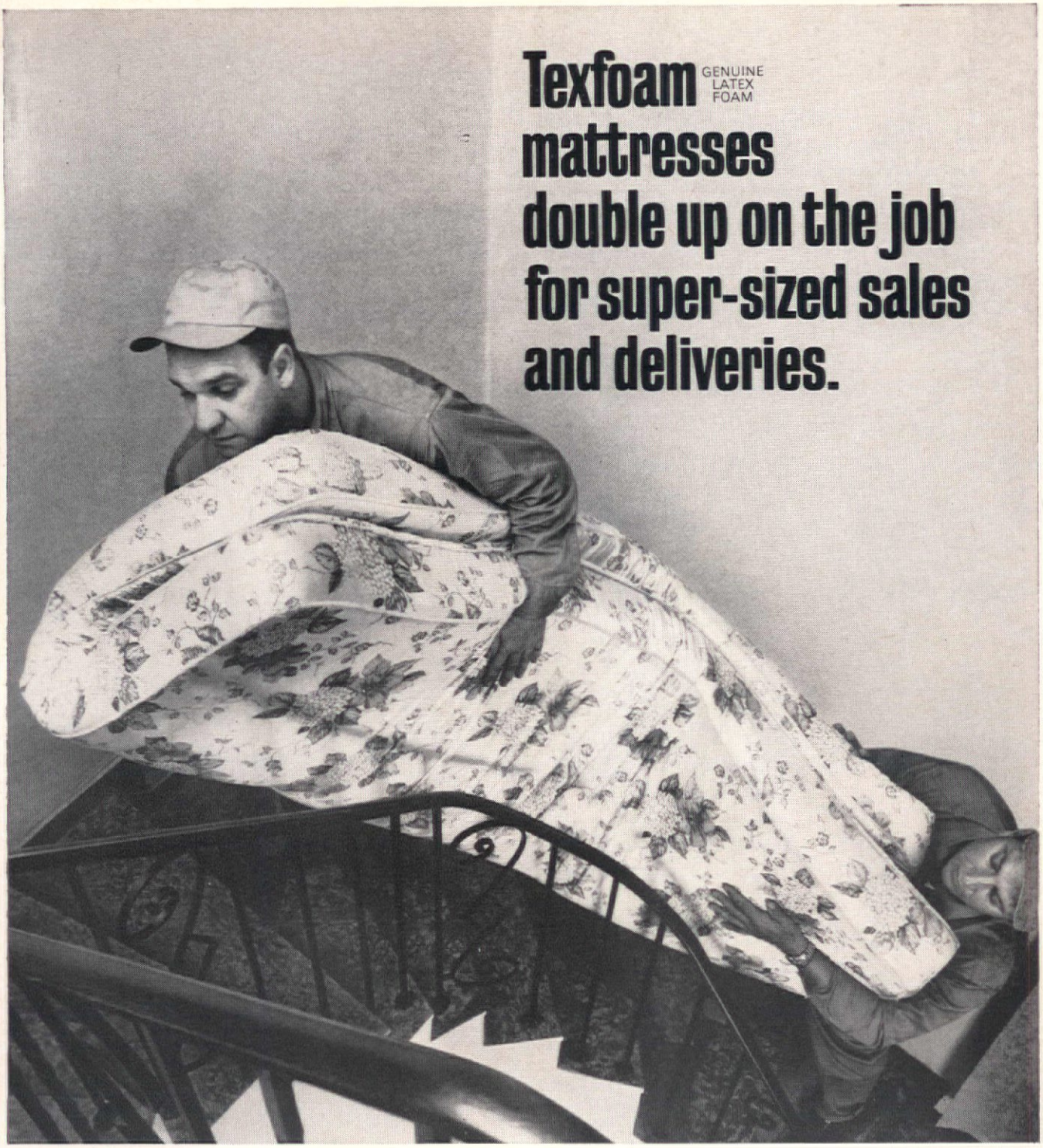
Racked up because your fabric finisher mis-cued on delivery? And you missed your dead line? And your client is ready to kiss you off his list? Don't scratch. Chalk up and cal Kiesling-Hess' Perma-Dry Division for your next job. A quick call will get you same da service on Scotchgard* Brand Stain Repeller, Ze Pel® and Flameproofing. K-H runs the table in fabric finishing dependability with complete facilities east and west for all your finishing requirements. K-H is both the fastest and the fastest growing fabric finisher in the country. OK now. Everybody into the pool.

BEHIND THE EIGHT BALL?



kh PERMA-DRY DIVISION *of*
KIESLING-HESS FINISHING COMPANY, INC.

Custom Finishers to the decorative trade: Flameproofing, Scotchgard, Ze Pel®, FAB-BAC Fabric Backing
519 West 38th Street, New York, N.Y. • 1011 Wood Street, Philadelphia, Pa. • 1714 Euclid Street, Santa Monica, Calif.



Texfoam folds, rolls, bends, twists to make it easy to move — on the sales floor and in deliveries.

Texfoam is genuine latex foam. Lighter than old-style mattresses. Yet hefty enough to stay in place. With no springs, wires and ties, it's no problem to deliver. And although it never needs turning, it's completely reversible. Easy to flip over on a bed. Easy to move anywhere.

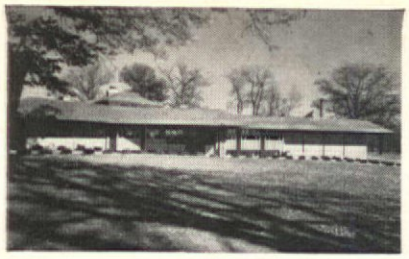
Permanently sterile-clean. Fresh, cool, hygienic . . . actually bacteria-retardant. Texfoam won't mildew or get to smelling musty. And it's completely non-allergenic. All good reasons why Texfoam sells easy, moves easy. For more good reasons, call your BFG representative. Or write The B.F.Goodrich Company, CPMD, 500 South Main Street, Akron, Ohio 44318.

Consumer Products Marketing Division **B.F.Goodrich**

Circle No. 67 on product card facing P. 166

Circle No. 66 on product card facing P. 166

The place:



The posh
Atlas Valley Country Club,
Grand Blanc, Michigan

The man:



Mr. O. F. Krist
Board Member,
Atlas Valley Country Club.

The carpets:







Bigelows. Handsome Bigelows were installed extensively throughout this plush Club. A special feature is the striking use of carpet on the ceilings.

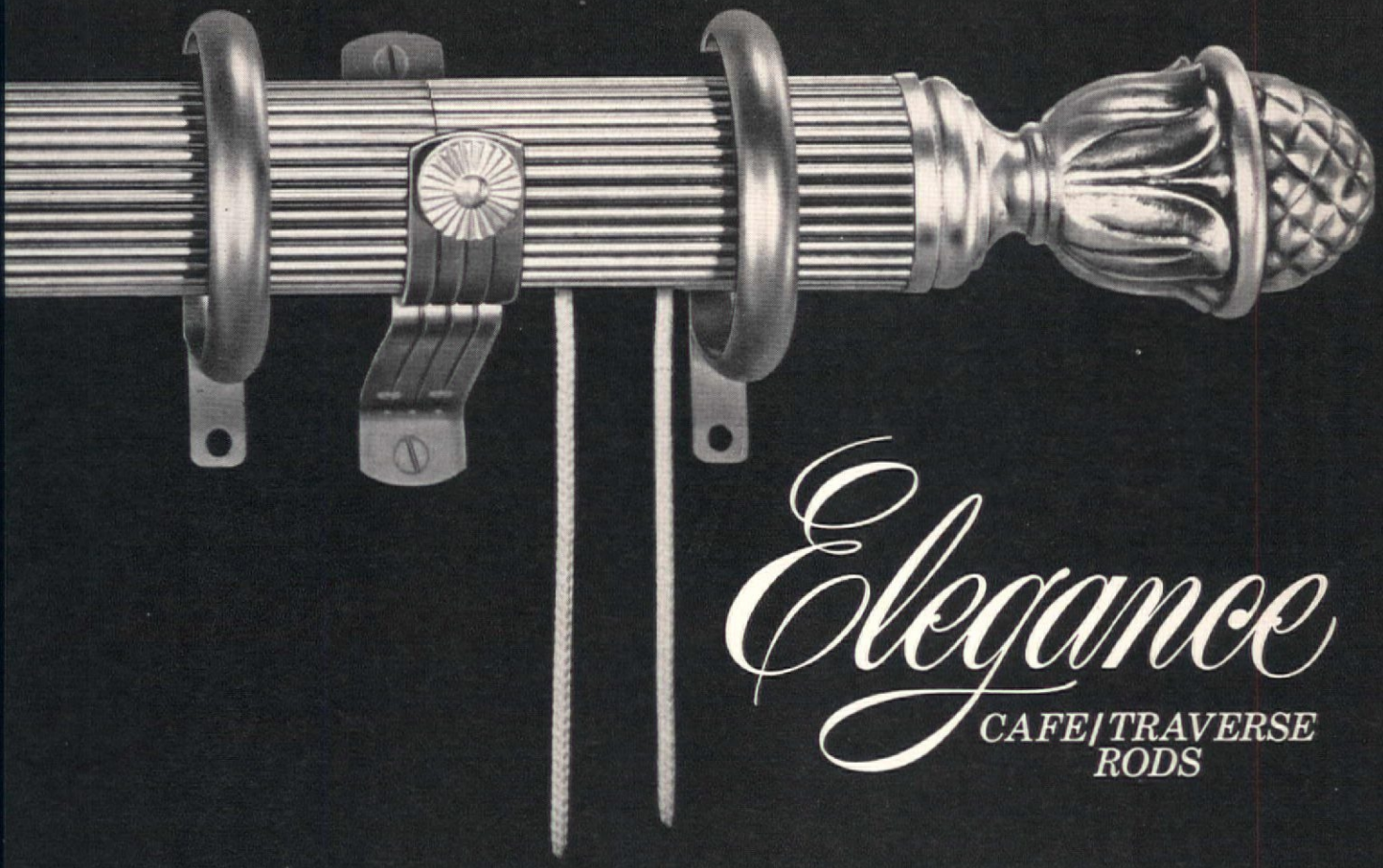
Why do people like O. F. Krist ask for Bigelow? Because they know for every hospital, hotel, motel, bank or other commercial building, Bigelow has or can custom-create the perfect carpet. We've done it since 1825. Our carpet counselors will give you all the help you need in solving any kind of carpet problem—at no charge. Simply call your nearest Bigelow sales office. Or for a colorful, free brochure on commercial carpets, write Dept. A, 140 Madison Avenue, New York, N.Y. 10016. Find out for yourself why

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Bigelow sales offices are located in Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, Seattle.

Circle No. 68 on product card facing P. 166

Circle No. 69 on product card facing P. 166



Elegance

CAFE/TRAVERSE RODS

THE TIFFANY LOOK FOR FASHIONABLE WINDOWS

Elegance by Graber has a shade of "Tiffany" to be decorative by itself, plus an abundance of quality and endurance. It is a versatile, highly merchandisable fixture grouping. Cafe/Traverse and Adjustable Cafe styles. Matching tiebacks and holdbacks. A selection of antique white and brass finishes or in white for overpainting to match a decor. Three diameters in finely fluted aluminum: 9/16", 15/16" and 1-3/8". Assembled cafe traverse sets — made to measure or prepackaged for over-the-counter sales. Create fashionable windows with Elegance — available now.

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MIDDLETON, WISCONSIN

The Graber Decorator Program: M-47

Attach this coupon to your letterhead for *Elegance* catalog, price list, plus information on showroom displays and exclusive shop-at-home program.

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Firm _____

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See Elegance drapery fixtures on display at the National Design Center — New York & Chicago.

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The West's Pioneer Developer and Manufacturer of Precision Drapery Hardware

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	Traverse	Finish	Mounting	Rod Length Feature
2250 Aluminum Roller Track	Cord or Hand	Extruded 6063 T5 Aluminum Anodized	Ceiling or Wall	50 ft. — 80 lbs. Smooth Durable
2150 Roller Track	Cord or Hand	Cold Rolled Steel Bonderized and Vinyl Coated	Ceiling or Wall	40 ft. — 81 lbs. Economical
2314 T Beam	Hand or Cord	Extruded 6063 T5 Aluminum Anodized	Ceiling	40 ft. 120 lbs. Rugged Heavy Duty
2300 I Beam	Hand or Cord	Extruded 6063 T5 Aluminum Anodized	Wall or Ceiling	40 ft. 120 lbs. Easy to Curve
LIGHT COMMERCIAL - OFFICE				
2650 Aluma Track	Cord (hand)	Extruded 6063 T5 Aluminum Anodized	Ceiling	35 ft. — 60 lbs. Clean Functional Effortless
2750 ALUMA TRACK	Cord (hand)	Extruded 6063 T5 Aluminum Anodized	Wall	35 ft. — 60 lbs. Clean Functional Effortless
1750 TRACK	Cord or Hand	Cold Rolled Steel Bonderized and Vinyl Coated	Wall	Economical



MARSHALL McMURRAY COMPANY

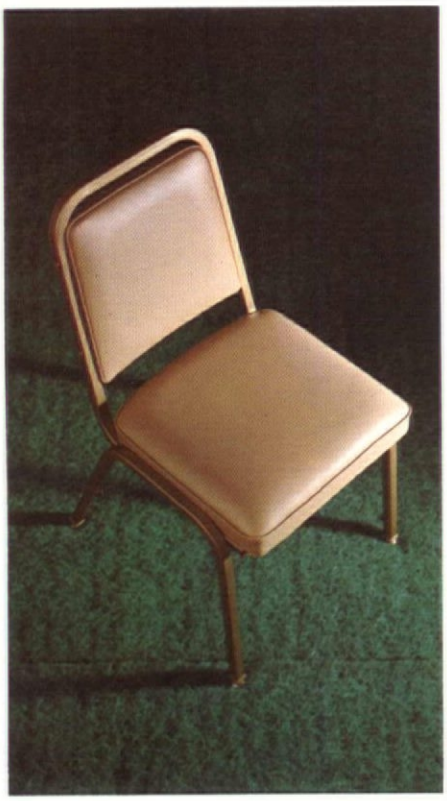
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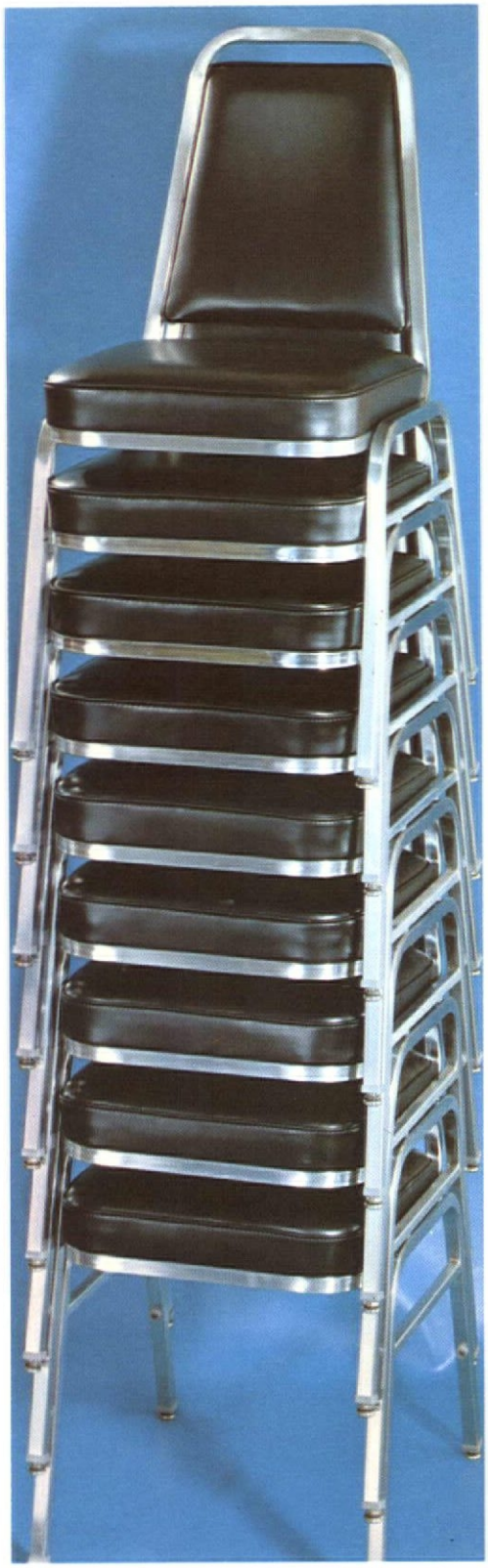
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Circle No. 70 on product card facing P. 166

Circle No. 71 on product card facing P. 166

BRODY STACKS BELONG...







EVERYWHERE!

The traditional Brody flair for design lifts the staid stack chair to new heights of versatility . . . luxury . . . and functional beauty. Never before has foam and fabric been combined with such rewarding perfection. You'll find high backs that are equally at home in luxury dining areas or meeting rooms . . . multicolored shells that spark the decor of a cafeteria or office . . . compacts that provide lots of comfort in little space.

And, famous Brody craftsmanship has blended this attractive styling with special stacking features and rugged construction to create chairs that are carefully planned to be comfortable and practical, in any setting. That's why a Brody stack chair is a "beautiful" guarantee of unequalled value and long-lasting service.

B. BRODY SEATING COMPANY • 5921 W. Dickens • Chicago, Illinois 60639 Brody*



FOR CONTRACT!

NEW IN ALUMINUM FROM MEADOWCRAFT!

The look is bold and masculine . . . yet the weight is light! These handsome Meadowcraft contract chairs for institutional or residential use are sturdy extruded aluminum, giving amazing strength without additional weight.

Adaptable for use anywhere, the robust chairs are particularly excellent for men's grills, club or card rooms, directors' rooms, and offices. The spring-construction seats and backs are upholstered in durable, yet glove-soft, expanded vinyl.

Choose from twelve distinctive hand-rubbed, antiqued frame finishes and team with one of the pedestal base tables shown here or any table of your choice . . . on the tables shown, you may select either slate or popular Marblecraft tops in a variety of sizes.

To view Meadowcraft, visit our showroom in the Decoration and Design Building, 979 Third Ave., New York City or for a complete catalog of Meadowcraft designs, write Birmingham Ornamental Iron Company.

Meadowcraft

BIRMINGHAM ORNAMENTAL IRON CO., 4363 FIRST AVE., N., BIRMINGHAM, ALA.



CONTRACT '67

NEW YORK COLISEUM, APRIL 25-27, 1967

Circle No. 72 on product card facing P. 166

Circle No. 73 on product card facing P. 16



For Vinyl wall coverings that don't stain, just say the magic word:

Flexar®

There's really no trick to it at all. Specify FLEXAR and you'll get vinyl wall coverings with the stain resistance of nothing less than ceramic tile.

How do we do it? The secret is in the way we use Du Pont TEDLAR*. It was our idea to permanently bond TEDLAR to the vinyl surface, forming an invisible protective layer. With TEDLAR shielding the vinyl, even the most stubborn stains can be quickly wiped away.

Ink, lipstick, crayon, paint... even tar and grease... can't leave their mark on FLEXAR. Harsh solvents like toluene and acetone can't harm FLEXAR either.

With FLEXAR, you'll get years longer wear... a fact proved in banks, schools, hospitals, office buildings, hotel and theater lobbies, and just about anywhere you find heavy traffic.

For Josephson's new sample book of FLEXAR vinyl wall coverings, and information on where you can order, just mail the coupon. Remember, say the magic word... FLEXAR... and your vinyl wall coverings will never have it so clean and long-lasting.

FLEXAR VINYL WALL COVERINGS by J. JOSEPHSON, INC.



J. JOSEPHSON INC.
47-09 36th Street, Long Island City, N.Y. 11101

Please send me your new sample book of FLEXAR vinyl wall coverings and information on where I can order.

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Firm_____

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*Du Pont's registered trademark for its PVF film.



How we proved "Northport" carpet is as tough as a shoe sole—cleans up like new

We actually half-soled a shoe with it. Walked it for miles, through mud and rain, spilled food, gravel. It's positively amazing how Northport stood up—and *cleaned* up! The tightly packed, nubby loop pile of Philadelphia's *Northport* (with secondary Jute backing) is engineered for the tough jobs where economy counts. For supermarkets, hospitals, schools, motels, offices. For texture retention, resistance to static, easy maintenance.

Eastland is the same carpet with foam rubber backing. Ask our contract specialists about our complete offerings in commercial carpets of every proved fiber.

Herculon is the registered trademark of Hercules Incorporated, Wilmington, Del., for its olefin fiber.

In contract carpets, the choice is PHILADELPHIA

General Offices: Cartersville, Ga.
Showrooms: Chicago, New York, Los Angeles, San Francisco, Dallas, Crawford & Thompson in Atlanta

Send for FREE SWATCH and FOLDER

PHILADELPHIA Carpet Company
Contract Division
Allegheny Avenue and C Street, Philadelphia, Pa. 19134
Yes, I'd like to see if these carpets are as tough as you say. Please send folder and swatch of:

☐ Eastland (foam rubber backing)
☐ Northport (same carpet, Jute secondary backing)

NAME_____
FIRM_____
ADDRESS_____
CITY_____ STATE_____ ZIP_____

Circle No. 74 on product card facing P. 166

Circle No. 75 on product card facing P. 166



Chair design is looking up.

It's something you have to live with: Swivel chairs are supposed to *swivel.* (And tilt.) They're *not* supposed to squeak or stop short with a jarring thud. But things are looking up from your point of view. Bassick's Flo-Tork chair controls do away with squeak-prone springs and replace them with silent torsion bar controls. Nothing to squeak. Nylon bearings. No need for lubrication. Ever. Effortless, silken-soft tilting action with perfect balance and no solid backstop. And the whole assembly is as neat, compact, and cleanlined as a critical designer could wish for.

In fact, no problems at all. It's just what you would expect from THE BASSICK COMPANY, Bridgeport, Connecticut 06602. *In Canada: Belleville, Ontario.*

Chair Courtesy of J G Furniture Co.

Symbol of SW Excellence THE Bassick Co. A DIVISION OF STEWART-WARNER CORPORATION

MOVE IT BEST WITH BASSICK

YOU'RE INVITED!

Middletown Manufacturing Company
and
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cordially invite you
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April 24th - 25th - 26th
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See latest furniture hardware innovations & developments

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Circle No. 76 on product card facing P. 166

Circle No. 77 on product card facing P. 1



Durable Densylon®

works where tile wouldn't and carpet couldn't.

here's nothing like Densylon* for schools and lleges. Nothing that gives the hush, the cushning, the atmosphere of carpet plus the hard ar of hard flooring. Nothing so conducive to ncentration, student decorum, staff comfort. thing that so upgrades and updates the acamic image. And for the lowest maintenance sts of any flooring material in the world — e or carpet.

ow, in a full range of patterns. Even we can't prove the performance of our heavy-duty, avy-traffic wonder. So, we made it in great w patterns and textures—especially designed r schools—to disguise even more any show traffic. All at the same old price of our famil- Densylon tweeds.

Out-performs tile and carpet

n't confuse Densylon with ordinary comrcial carpeting. Densylon is unique. Espelly engineered for student activities, it won't ckle, ripple, crush, pill, fuzz, lint, stain. Nohere. No how.

Let the buyer beware

nsylon is difficult to make. Few even atnpt it, though they may try to imitate its k. If you see a look-alike, look closer. And k questions.

k about the fiber. Densylon's is exclusive. und, dense, solid, continuous filament nylon, ecially engineered to be the toughest, denst, soil- and stain-resistant fiber in the world.

k about the weave. Densylon's is exclusive. vice as dense and tight as anything in the dustry. A low, tough, compact surface, imrvious to dirt, grime, spills, wear and tear.

Ask about the backing. Densylon's is exclusive. Super-tough, strong as steel. And it can't mildew. Or rot.

Ask about the cushioning. Densylon's is a thick, acoustical, resilient slab of B. F. Goodrich sponge rubber. Perma-Bonded® to Densylon's tough surface and guaranteed for life.

Finally, ask about the selection. Densylon is the one that comes in a full range of superb patterns, textures, and tweeds. At no extra cost!

Don't get us wrong. There's nothing wrong with commercial carpeting. We're the largest exclusive manufacturer of it ourselves. We have created Modu/Floors® to handle every kind of carpet need — in every kind of fiber, every type of construction; for every type of job. It's great for low to medium-high traffic jobs. But not in place of hard flooring. For that, you need Densylon.

See Densylon in action

Only CCC makes Densylon. And only Densylon has replaced hard flooring in hundreds of installations throughout the country... in hundreds of schools and colleges near *you*. This is not something you have to judge from a swatch. Let our man show you Densylon, installed, at work. See for yourself what Densylon does for schools. How it soaks up the sound of dropped objects, shuffling feet, reverberating voices. Yet how clearly teacher's voice carries to the back of the room. How it reduces skids and falls. How easily spills sponge off. How it cuts maintenance bills. Fuel bills. Breakage bills. Insurance bills.

Send coupon now. You have to see Densylon to believe it.



This is a photo of our Densylon installation at the G.E. Pavilion at the World's Fair, exactly as we yanked it off the floor. G.E. clocked it out at 15,697,000. 15,697,000 of everything from high spike heels to cowboy boots. 15,697,000 assorted strollers, baby carriages, tramped-on hot dogs, mustard, ice cream cones, Cokes, candy, popcorn, chewing gum. Downhill yet! It does need a washing. Otherwise, you could put it down on your floors now!

**CCC's trademark for its sponge-bonded, high-density nylon carpet*

CCC C-4
10 West 33rd Street
New York, New York 10001 Dept.

Attention: Mr. Walter Brooks

- ☐ Please have a CCC Field Engineer show me Densylon in action.
- ☐ Please send portfolio "Densylon for Schools and Colleges."
- ☐ Please send information on Modu/Floors.

Name_____

Title_____ Phone_____

Organization_____

Address_____

City_____ State_____ Zip_____

manufactured by
Densylon/CCC

Commercial Carpet Corporation offices in principal cities—(Los Angeles, San Francisco, **Pacific Commercial Carpet Corporation).**

The old, dull wall.

(It ain't what it used to be.)

Not since we invented a remarkable fabric-backed vinyl wall-covering called Guard.

Unlike other wall-coverings (including the one that goes on with a brush), Guard comes in hundreds of different patterns, designs and textures. (Which gives you a rare freedom of design).

What's more, Guard comes in four different weights, from 8 to 33 ounces.

(Which means you needn't waste money on a heavy material in an area where a lighter one would do.)

It also meets Federal specifications CCC-W-408. And it's Underwriters Laboratory tested for flame-spread under ASTM-E-84.

So what more could you ask?

You get the wall design you want.

Your client gets a wall-covering that saves the cost and mess of constant redecoration.

The only thing neither of you gets is a nice, dull wall.

For our free specification guide, or information on how our Design Center can help you, write:

Columbus Coated Fabrics, The Borden Chemical Company, P.O. Box 208, Columbus, Ohio 43216

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VINYL WALL-COVERING BY THE MAKERS OF WALL-TEX



Circle No. 78 on product card facing P. 166



Shelby Williams . . . one great contract source, brings together years of outstanding design leadership and quality manufacturing in one great integrated package. Individual seating, multiple seating systems, lounge and conference seating, dual purpose sleep and storage units; whatever the problem . . . Shelby Williams has the right answer. Address inquiries to Shelby Williams Industries, Inc., Merchandise Mart, Chicago, Illinois 60654

1 GREAT CONTRACT SOURCE

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MERCHANDISE MART, CHICAGO, ILLINOIS 60654

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SUBSIDIARIES OF SHELBY WILLIAMS INDUSTRIES, INC.

SHOWROOMS: ATLANTA, CHICAGO, DALLAS, LOS ANGELES, NEW YORK, SAN FRANCISCO, SEATTLE.

Circle No. 327 on product card facing P. 166

Now! Create your own carpet!

CCC will make it just the way you need it. And they'll give it their "warrantee."

Commercial grade carpet with just the right look, just the right performance. And at a price that makes sense. If that's what you're after, do it yourself. With the help of CCC and Acrylic 73.

Pick your colors (choose from 58). And your combinations (over 195,000 are possible). Then select the construction (cut pile, round wire —tufted or woven). And the backing (foam, sponge, synthetic, jute). Now decide on size. CCC's Modu-Floors concept gives you the exact width you require. (That means lower installation costs and no wasted yardage.)

The "man from CCC" will help you. CCC has the largest force of trained commercial carpet experts. (102 strong.)

The Acrylic 73 program starts with a fiber blend developed specifically for heavy-duty use; 70% long-staple Creslan acrylic and 30% long-staple nylon. It makes a new kind of carpet possible. Rich, warm, luxurious. And rugged. Carpet that fights abrasion, resists soiling, cleans fast and easy. That's why CCC puts its own performance "warrantee" on it. Their assurance against pilling, webbing, fuzzing, rippling, buckling, shrinking. This is a carpet made to meet your most exacting requirements. And with Acrylic 73 it's yours *at no premium cost.*

The Acrylic 73 program is the result of extensive experiments. With fibers and blends. With yarns and constructions. By the largest exclusive manufacturer of commercial carpet. It took CCC three years to come up with Acrylic 73. You can learn all there is to know by sending in this coupon today!

Creslan is a product of American Cyanamid Company, New York.

CYANAMID
Creslan®
LUXURY ACRYLIC FIBER

CCC

Commercial Carpet Corporation
Dept. 45
10 West 33rd St., New York, 10001

Attention:
Mr. Oliver A. Wyman

Please send me full information on Acrylic 73. ☐

Please send your representative to give us estimates on____square yards of Acrylic 73. ☐

Name_____

Address_____

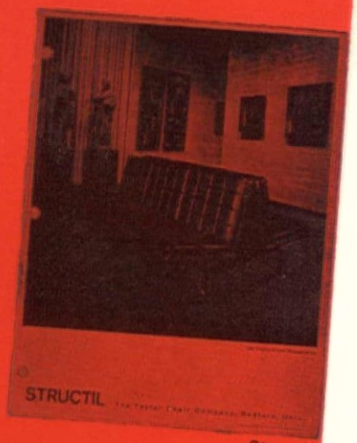
City_____

State_____ Zip Code_____

See us at the Contract '67 Show, April 25-27

Circle No. 79 on product card facing P. 166

Circle No. 80 on product card facing P. 166



Structil



Jet Chairs



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Staple Chairs



Taylor Tables



Sofa System



Contemporary 1



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Tuba II

Nine Taylor brochures show our specialized seating groups and tables • All designs are stocked, ready for finishing and upholstering to your individual specifications • Oil or lacquer • Leather, fabric, or vinyl • For your copy of any of these brochures write The Taylor Chair Company, Bedford, Ohio

The Taylor Chair Company



A new wallcovering for decorators with fickle client

Suppose your clients like to change their minds. The
nothing wrong with that. It's possible to get tired
wallcovering after it's been up a while.

And now it's easy to change the wallcovering. Pro
ing it's strippable wallcovering. A rather remarkable
concept in making walls look their best.

What is it? Well, it isn't wall*paper*. It's made
Avisco rayon. So it's strong enough to strip off in wh
sheets. (Good-bye steamer, scraper, and mess.) Str
enough to be washable and strong enough to go up ea
without ripping, curling or puckering like paper
when it's wet.

It isn't wall*fabric* either. For one thing, it doesn't
nearly as much. And it can be printed like fabric ne
could. It can even be embossed.

It *is* strippable wallcovering that comes down just
easy as it goes up. And vice versa.

International Paper makes the substrate. We make
Avisco® rayon. And the companies listed below make
new strippable wallcovering available in hundreds of
ferent patterns, colors and
styles. Ask them about it.

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American Viscose Division

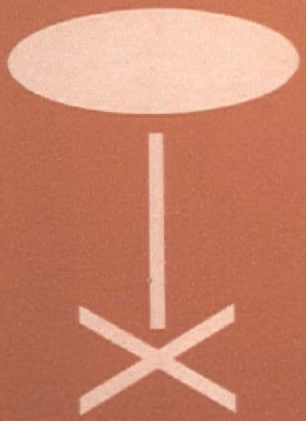
Provincetown Printers, Inc., New York, N.Y. (Piedmont®) • F. Schumacher & Co., New York, N.Y. (Strippable) • United Wallpaper Co., Chicago, Ill. (Feminique®, Varlar®, "Flocks Unlimited") • Wall Paper Mills, Inc., Penndel, Pa. (Cadillac®) • York Wall Paper Co., York, Pa. (Fabri



ADJUSTABLES



The State Room
The University of Iowa
Iowa City



DETACHABLES

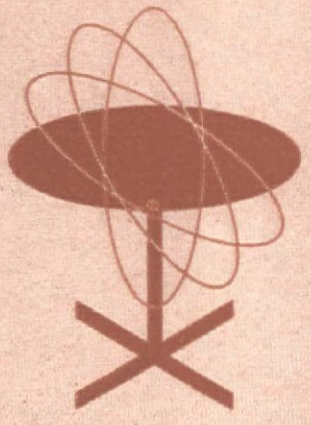
This is CHF

Versatility of design, cast in solid bronze, aluminum or iron . . . tailored to an overall theme. Simple beauty providing a maintenance free table of distinction.

This is CHF . . . *built with "student-proof" durability . . . a flair for elegance. Complete line, showrooms all principal cities . . . or write for custom design ideas. Dept.* **24.**

Chicago Hardware Foundry Co.
North Chicago, Illinois 60064

CHF



FLIP TOPS



New River Room
The University of Iowa
Iowa City

Circle No. 82 on product card facing P. 166



Guaranteed
while the building stands

Long after it ceases to be fun to sit at his father's desk. Long after it becomes a day-to-day routine. Long after *this* little lad retires. Even, long after that, the Lamidall paneling in this office is guaranteed.

It stays beautiful. It maintains its deep natural woodgrain. It remains impervious to surroundings and wear. It cleans easily.

Lamidall paneling is guaranteed for the life of the building.

LIFE OF BUILDING GUARANTEE
LAMIDALL INTERIOR WALL PANELS AND PLANKS ARE GUARANTEED FOR THE LIFE OF THE BUILDING IN WHICH INSTALLED BY WRITTEN WARRANTY.

LAMIDALL is available in 23 woodgrains and colors, in 16" planks or 4' panels each 8' or 10' in length. Every plank and panel is guaranteed.
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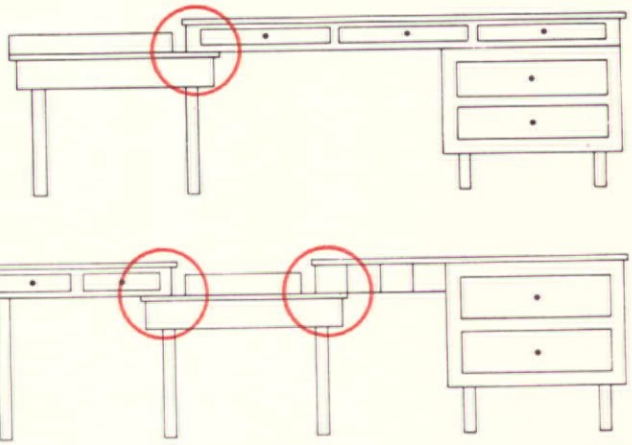
LAMIDALL®
conolite building products division
woodall industries, inc.

425 maple avenue
carpentersville,
illinois 60110

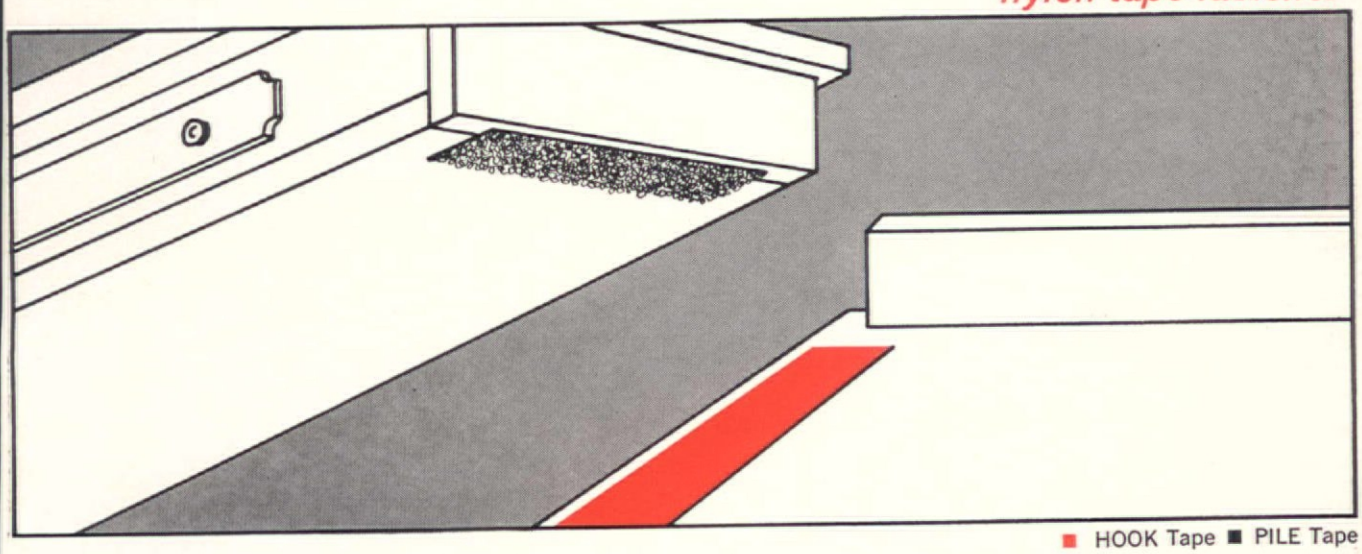
105 R

Circle No. 83 on product card facing P. 166

No drilling!
No bolts!
No screws!
No angle irons!
No pegs!
No magic!

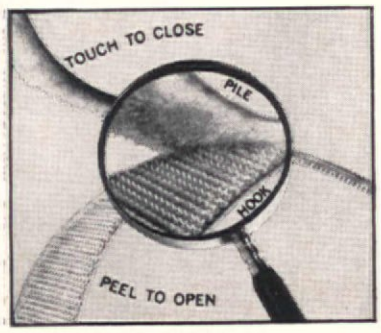


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nylon tape fastener



■ HOOK Tape ■ PILE Tape

Now you can anchor two or more units together easily and securely with VELCRO® Tape Fasteners:



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VELCRO® tape fasteners are easy to install:

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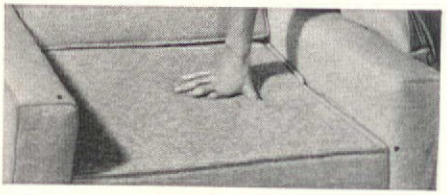
For further information, write: F. Schumacher & Co., Special Products Division, 58 West 40th Street, New York, New York, Showrooms: 939 Third Ave., New York, N.Y. (Cor. 56th St.)

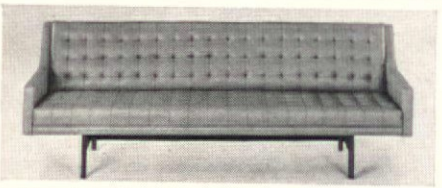
Circle No. 84 on product card facing P. 166

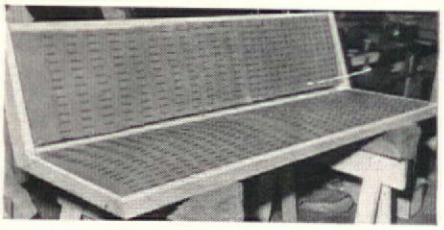
Schumacher's

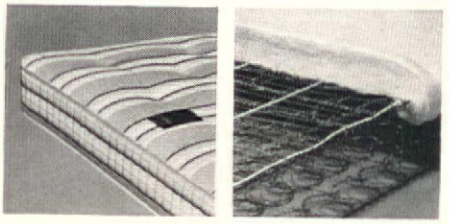
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NO "Coil Feel" [ever!]









Perm-A-Lator Wire Insulators Prevent Customer Complaints. They're Stronger, Longer-lasting —Never Let Cushioning Cup Down Into Springs.

"Coil Feel" in furniture and mattresses can cause come-backs—customer dissatisfaction—can hurt your reputation. There is NO COIL FEEL with Perma-A-Lator Wire Insulators . . . never, ever! Padding can't cup into spring openings. Why take chances. Specify nationally advertised Perm-A-Lator Wire Insulators . . . for NO COIL FEEL.

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Carthage, Mo.
Plants in Carthage, Mo., High Point, N. C.

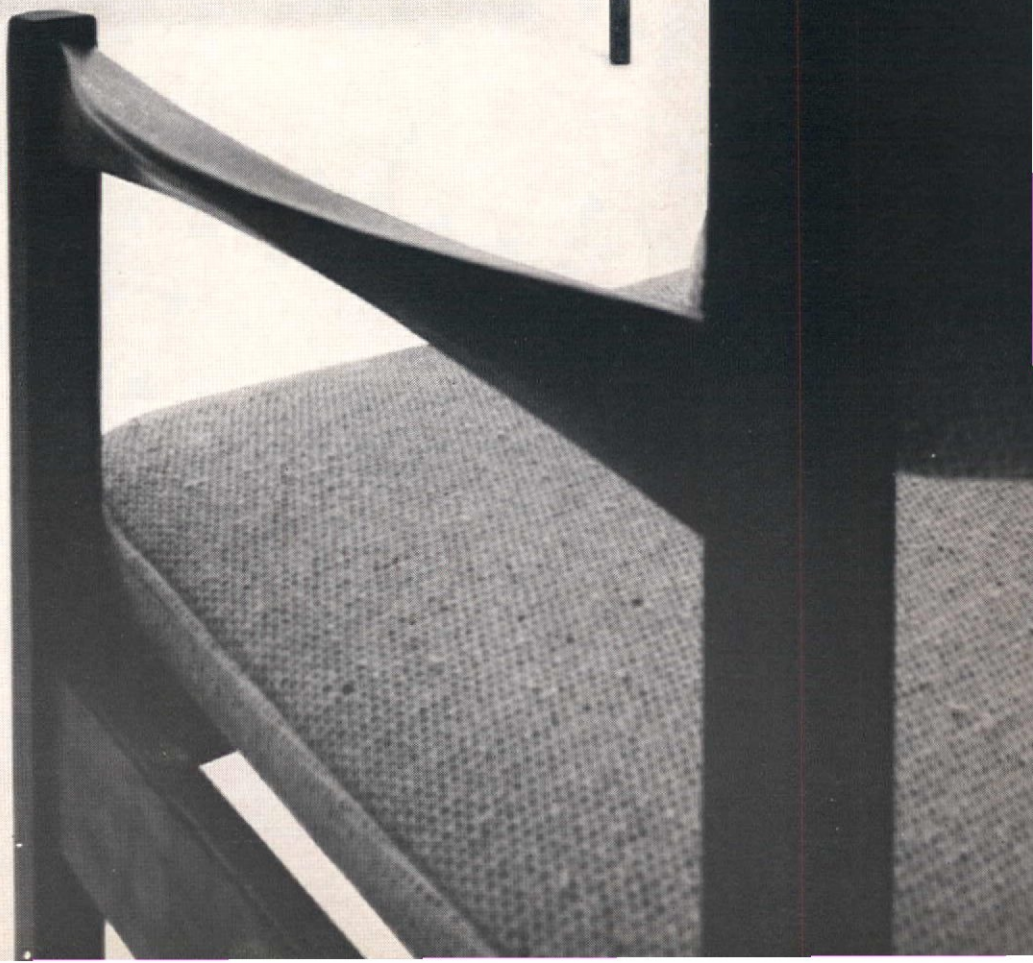
Circle No. 85 on product card facing P. 166

Circle No. 86 on product card facing P. 166

GROUP SEVEN: a no-nonsense collection of rich walnut desks, cabinets and chairs in various sizes with numerous optional components; making for an exceptionally functional, enduringly handsome and remarkably versatile contract group. The flexibility of GROUP SEVEN always allows the executive to express individuality within the design scheme. To further enhance any room, there are nearly 300 exclusive Risom fabrics, vinyls and leathers to choose from. So, before planning an interior consider Risom first. GROUP SEVEN brochure is available upon request to Dept. ID-8.

the answer is Risom





Risom

Jens Risom Design Inc.

444 Madison Ave., N.Y.C. 10022

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Contract?

How long have you been missing out on those thousands and thousands of yards of extra profits in contract carpet sales? Sweetwater's contract department is ready to provide your customers with extra value, finer quality and the widest range of styles, shades and textures available. Sweetwater's principal to principal policy assures you of faster, surer service when you need it.
Are you ready for greater sales and bigger profits?

Contact

Your local Sweetwater representative or Contract Dept.,

Sweetwater

Rug Corporation, Ringgold, Georgia

Be sure to see us at Booth #613
Contract '67 April 25, 26, 27—N.Y. Coliseum

Circle No. 87 on product card facing P. 166

Circle No. 88 on product card facing P. 16



Personality...

choose from Cramer's complete line of office furnishings—compatible with any client personality.

CRAMER

CRAMER INDUSTRIES INC. • KANSAS CITY, KANSAS
A Subsidiary of U S M Oil Co.

Cramer—The leader in style and quality.



"Let's unpack 'em. What's 40 days and 40 nights of rain, when they're covered by the J.R. Clark 5-year guarantee?"

All furniture makers talk about quality. But talk is cheap.

So we prove the durability of J. R. Clark casuals with something that's not cheap; a guarantee that insures you against damage due to rust, stains, fading . . . for five years or longer.

Clark casuals—both Rid-Jid and Ames Aire—aren't maintenance-free by accident. They're carefree to use because of the care we put into building them.

The construction is all steel; zinc-plated, chromated, epoxy-treated . . . then a high quality enamel finish is baked on. Even the hardware is guaranteed against rust. Vinyl cords are hand wrapped, magically resilient; laugh off sun, rain, salt spray. And our table tops are either tempered, Ripple-Mist glass or sturdy mesh steel.

Clark casuals blend with any decor. Lines are sleek, gracefully molded. Colors are warm, rich, striking.

Your customers will appreciate the construction and beauty of Clark casuals. And you will appreciate their plus profitability.

Write for full-color brochures on Rid-Jid and Ames Aire collections by Clark. Or see Clark casuals for yourself. We are a member of the Contract Manufacturers Center Association, with permanent display space, 1174, Merchandise Mart, Chicago. Other Clark permanent displays at: American Furniture Mart, Chicago; One Park Avenue, New York; Dallas Home Furnishings Mart; Western Furniture Mart, San Francisco; or the Los Angeles Home Furnishings Mart.

The J. R. Clark Company

Spring Park, Minnesota 55384

"RID-JID"® AND "AMES AIRE" ARE TRADEMARKS OF THE J. R. CLARK COMPANY

ARM CHAIRS • OCCASIONAL CHAIRS • STACKING CHAIRS • CHAISES • SUN LOUNGERS • COFFEE TABLES • UMBRELLA TABLES • PEDESTAL TABLES • SETTEES • SERVING CARTS

Circle No. 89 on product card facing P. 166

Circle No. 90 on product card facing P. 166

When Vidvar Hermanovski specifies folding tables for General Baking...

he can't afford to be wrong



"Every detail must be architecturally perfect," nsists Vidvar Hermanovski, vice president and one of he creative heads of Designs for Business, New York ity. "And that includes folding tables".

In the newly designed, flexible board room for eneral Baking Company, he specified Howe tables — or their contemporary lines and non-folding appearance.

Opened, you wouldn't believe the tables fold. Folded, hey store compactly. (In less than 4").

With Howe folding tables in the hands of talented rofessionals, a multi-purpose area, be it used for raining or conferences, becomes a thing of beauty. s well as function.

Ask for our catalog. Or call us. Your next multi- urpose room installation could make us both happy.

Howe

OLDING FURNITURE, INC., 360 LEXINGTON AVE., NEW YORK, N.Y. 10017

urchased by eople paid to know he difference

Turn on the charm before they even meet you.

Have a Goodall welcome waiting in your reception area. Bright, attractive Goodall woven upholstery fabrics are especially designed to look inviting, even after years of hard days at the office.

Goodall Fabrics are protected against soiling by Scotchgard® Brand Stain Repeller. This keeps our high-style colors high-style. And our multi-toned, color coordinated patterns fresh and appealing.

As a matter of fact, Goodall Fabrics come from Burlington Industries. The company that probably knows more about fashion and fabrics than anyone else.

Want to make a good impression? Then start with a fabric that combines good taste with good sense. You guessed it, Goodall.

Goodall Fabrics

1430 Broadway, New York, N.Y. 10018
(212) 554-6228 • A Department of Burlington Industries

AVAILABLE TO DESIGNERS AND ARCHITECTS THROUGH BEN ROSE, INC.
11-123 MERCHANDISE MART, CHICAGO, ILLINOIS (312) 467-6253

"SCOTCHGARD" IS A REGISTERED TRADEMARK OF THE 3M COMPANY

See us in booth 714 during Contract '67. New York Coliseum. April 25-27.

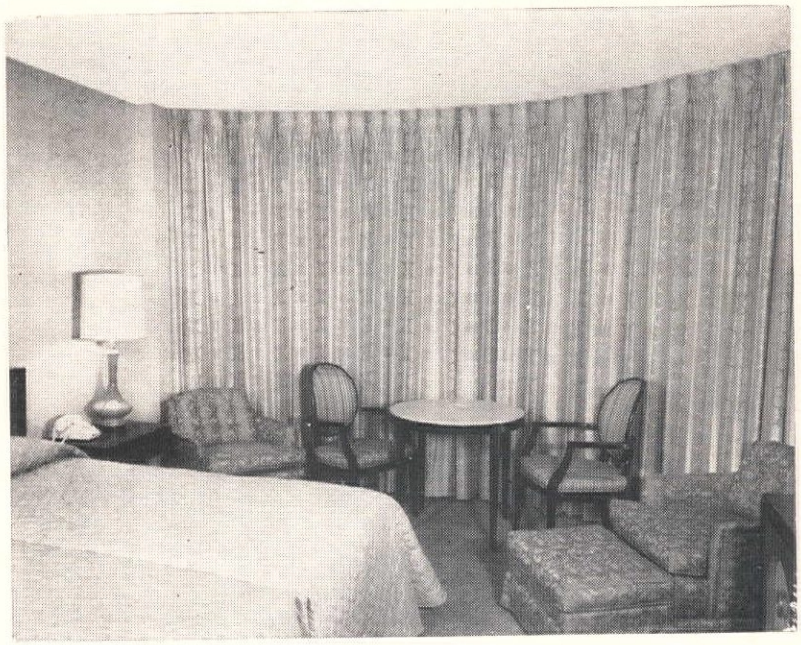




CHATEAU CHAMPLAIN SELECTS MILIUM® FOR GUEST COMFORT

When it is a question of guest comfort, the magnificent Chateau Champlain leaves nothing to chance.

David T. Williams, noted interior designer, selected Canadian made MILIUM® insulated linings for all guest room draperies. The all-season insulating properties of MILIUM® keep rooms warmer in winter, cooler in summer and actually reduce heating and air conditioning costs.



Top interior designers, hotels, motels, and major institutions select MILIUM® for their over-all decorating schemes. MILIUM®, low in cost, is your perfect answer to year round comfort and lasting beauty. Select MILIUM® linings, insulated draperies and window shades for your next installation or replacement. Write today for full information on how you can offer your guests real all-season comfort.

FOR A FREE BOOKLET WRITE

MILIUM®

1045 SIXTH AVENUE, NEW YORK, NEW YORK 10018

®MILIUM is the registered trademark of Deering Milliken, Inc. for insulated fabrics.

Circle No. 92 on product card facing P. 166

Chicago's Ambassador Hotels choose—what else?— Joanna custom shades.



Joanna's green-and-white Holiday Stripe Exlite window shades keynote this twin bedroom's spring-fresh color scheme. Interior designer: Richard Himmel, AID.



Joanna's Exlite shades with scalloped hems accent this glamorous gold-and-white guest room theme. Interior designer: Richard Himmel, AID.

Joanna custom window shades are the perfect functional complement to luxurious appointments, as you can see from these interiors in Chicago's internationally famous Ambassador Hotels. Leading designers everywhere choose Joanna shades for prestige installations. No other manufacturer offers a greater selection of shade fabrics, colors, hem styles, trims than Joanna. No other manufacturer knows more or can help the designer more in creating "personality" window treatments than Joanna, world's largest manufacturer of window shades and shutters.



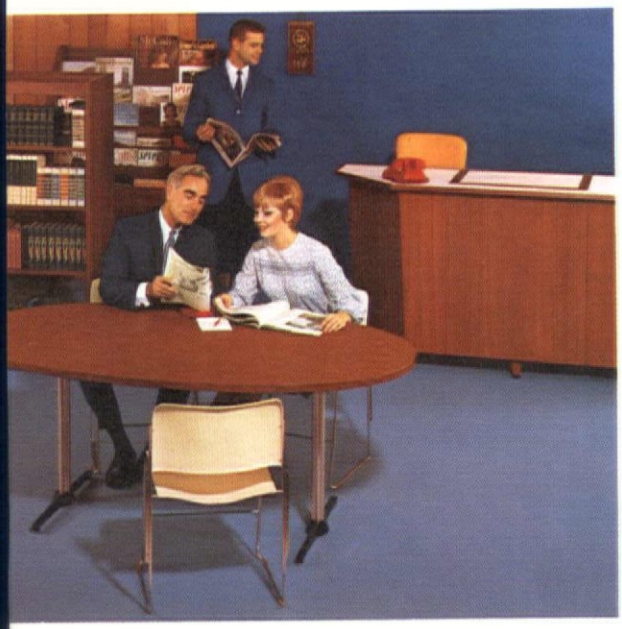
See for yourself. Visit our booth No. 410, Contract '67.

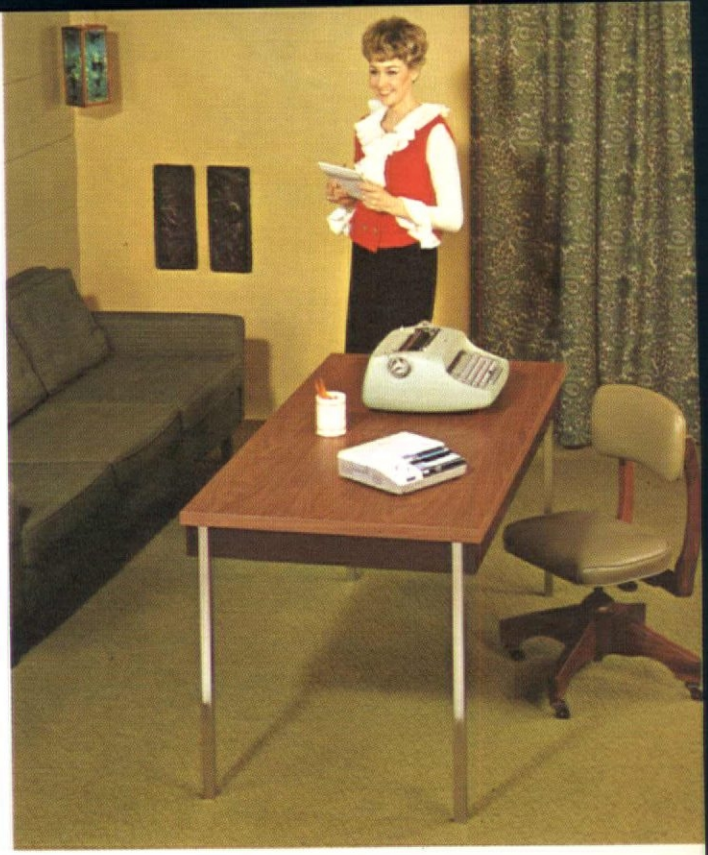
HOLLAND SHADE COMPANY, 306 East 61st St., New York 10021

Circle No. 93 on product card facing P. 166

Circle No. 94 on product card facing P.

t speaks for you...







make sure it's saying something splendid!

r surroundings speak for you . . . whether they sparkle or not. dsome, Hamilton "Designer" furniture complements the most riminating office or conference room decor . . . keeps pace your high professional standards. ■ Features? They FOLD. no one but you will ever know. Suede Formica® . . . tops in ability and maintenance ease . . . is standard on all Hamilton es. ■ Widest selection: contemporary conference, secre- l and pedestal tables that mix or match. ■ Ovals, rounds, squares, rectangulars . . . all available with satin chrome legs and standard Suede Regency Walnut tops or a variety of colored, patterned or wood grained finishes. ■ Built-to-last construction for enduring utility, solid performance. For arrangements unlimited, beauty, economy and value, specify Hamilton. ■ *Also a complete line of mobile tables and Reception Room Furniture. Let us help you determine your needs and arrangements, without cost or obligation. Contact your Hamilton representative, or write to:*

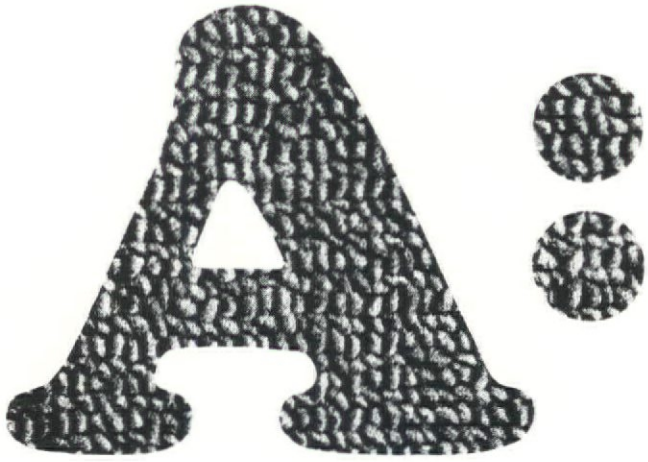
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Mobile and Folding Products Division

Hamilton Manufacturing Company • **General Offices,** Two Rivers, Wisconsin
Factories at Two Rivers, Wisconsin and Kosciusko, Mississippi



Why are more and more Designers and Decorators Selecting DOWNS CARPETS for Public Areas?



You'll Find Out Why When You See DOWNS CONTRACT LINE . . . SPACE 109, CONTRACT '67 N.Y. COLISEUM April 25-27.

If you are not able to attend, write us for the answers to any questions you may have and for our Free Colorful Contract Brochure!

DOWNS

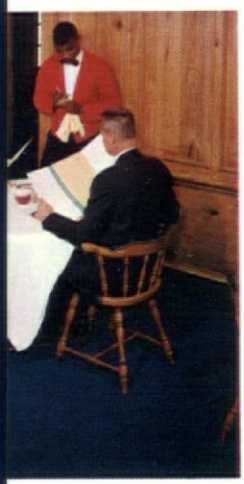
DOWNS CARPET COMPANY, INC., Dept. C467, Philadelphia, Pa. 19134 • Quality Carpets Since 1865

Circle No. 95 on product card facing P. 166



This could change your thinking from the ground up!











Ozite® Town 'N' Terrace Carpet made with Vectra® fiber proved attractive and durable on walkways, balconies, patios, porches, in kitchens, hospitals, offices, restaurants . . . with over 20 million yards in use! Where would you use it?

Use your imagination! Ozite Town 'N' Terrace Carpet has passed the test of time, with over 3 years of use in thousands of installations across the country. Snow, rain and hail won't hurt it. Resists mildew and fading. Won't rot...ever. Amazing Vectra fiber resists staining from food and drink (like mustard, ketchup, tea, milk, coffee) and even household chemicals (like bleach, ammonia, peroxide).

Use Ozite Town 'N' Terrace Carpet in kitchens and restaurants to add comfort, reduce noise, cut dish breakage. Put it in recreation rooms and bathrooms to give warmth, end floor polishing and waxing. Use it in new dramatic ways outdoors...on patios, walkways, balconies. Starting to get ideas? Read about the technical advantages of Town 'N' Terrace on the back, then mail coupon for full details.

Good Housekeeping GUARANTEES REPLACEMENT OR REFUND TO CONSUMER IF PRODUCT OR PERFORMANCE DEFECTIVE

As advertised in LIFE magazine

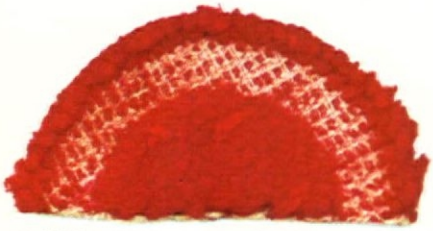
Available in 16 decorator colors

Ozite® TOWN 'N' TERRACE CARPET made with Vectra® OLEFIN FIBER

® Ozite is the exclusive trademark of the Ozite Corporation.

® Vectra is the registered trademark of the Vectra Company, a division of National Plastic Products Company, Inc., for its olefin fiber. Vectra makes fiber only, not carpets.

Tests prove the superiority of Ozite Town 'N' Terrace Carpet mad with Vectra® fiber over floor covering costing twice as much!



3,000 revolutions of abrasion test have $11.95 retail acrylic carpet down to the backing!



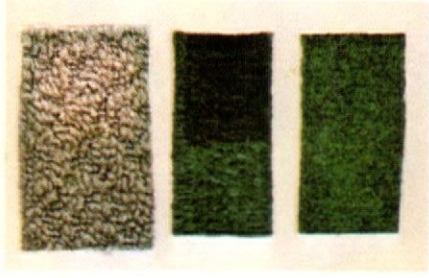
But, the abrasion wheel (Standard Taber Abraser), which can quickly spin off years of hard wear, barely makes a dent in new Ozite Town 'N' Terrace Carpet made with remarkable new Vectra polypropylene olefin fiber. Ozite's unique manufacturing method permits the use of staple fiber of higher tensile strength than normally used in regular carpeting.

Fadeometer Test



Wool 100 hours

Acrylic 160 hours



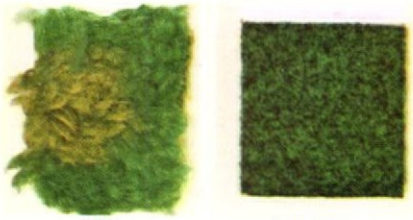
Nylon 100 hours

Polypropylene without stabilizers 216 hours

Polypropylene with stabilizers Over 2,000 hours

Most manufacturers of piece-dyed carpets try for 40 to 60 hours fade resistance. Even stock-dyed carpets strain to reach 200 hours. The special stabilizing chemicals used in the solution-dyed Vectra fiber enables it to resist ultra-violet rays —and permits Ozite to guarantee its carpet to withstand 500 hours of Fadeometer test without discoloration!

Stain Resistance



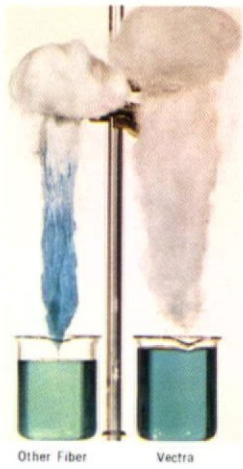
Wool

Polypropylene

Vectra polypropylene fiber is resistant to most harmful chemicals that tend to bleach and stain competitive products, including most acids, alkalies, salts, solvents, and oxidizing agents. Ozite Town 'N' Terrace Carpet resists spotting and bleaching from ammonia, chlorine, coffee, tea, soft drinks, shoe polish, merthiolate, mustard, catsup—practically everything, including the accidents of dogs and children. Insects and mildew do not attack polypropylene. Fungus growth is not supported by the fiber itself, won't shrink, rot, or mildew. And it's virtually non-static. Non-allergenic, too.

Competitive carpet fibers absorb moisture to varying degrees, up to 27%.

A filament of Vectra reacts to water much like a solid glass rod. The water rolls right off. Vectra olefin fiber has zero (0%) moisture regain.



Other Fiber

Vectra



Easy to install. Cuts with scissors o knife. Lies flat. Doesn't curl. N binding of exposed edges neces sary. Does not need carpet cushion tacking, or professional installation However, if desired, it may be in stalled the same as conventiona carpet. It is recommended that i most instances Ozite carpet be in stalled without permanent or sem permanent adherence. Where it i desirable to adhere the carpet, th following methods of installation ar recommended. Double faced tap or Ozite AP 400 waterproof adhesiv may be used both indoors an outdoors.

And it's a breeze to maintain! Ca actually be hosed clean. Simple t patch. Because Vectra fiber is im pervious to moisture it can either b scrubbed clean or vacuumed. I dries fast. And patching for cigarett burns (can happen to any carpet you know) is easily done in minutes with a razor blade and leftove pieces—and it won't show!

Installation and maintenance man ual available on request.

Every claim guaranteed by the Ozite Corporation

Write today for full information.

OZITE CORPORATION
Department C
7-120 Merchandise Mart
Chicago, Illinois 60654

Please send me your 4-page color brochure with complete details on new Ozite "Town 'N' Terrace" Carpet, plus sample swatches of the carpet.

Name _____

Firm _____

Address _____

City _____

State _____ Zipcode _____

THE BIG SHOW AND ITS BACKGROUND



FOR the past few months, we have been asked repeatedly: Why an industry show? What purposes will CONTRACT '67 fulfill? What gaps in producer-customer relationships will it bridge? Aren't there other shows and other facilities that are doing the job already?

To take the immediate circumstances first, CONTRACT '67 took form last April, as a direct result of a meeting between a group of manufacturers and the publisher of CONTRACT Magazine. The manufacturers, all of whom produce commercial/institutional furniture and furnishings, felt that there was a strong need for a one-stop annual showplace where busy designers, specifiers, architects, and others whose product knowledge is essential to volume buying decisions could see and examine the contract industry's collective product.

The manufacturers who met with us were not merely looking for a show, but one that would be responsibly managed and aggressively promoted. As the specialized publication of the field, CONTRACT Magazine appeared to them the logical choice to initiate, organize, and carry through such an industry-wide trade show. In subsequent meetings with our Industry Advisory Board we developed policies for the show and themes for the seminars and panel sessions that will be held each morning. New to show business, CONTRACT Magazine arranged to retain the services of a professional show management firm, National Expositions Co., to assure that the administration of the show would be in capable hands, and that the time and place chosen would bring together large numbers of contract professionals—designers and specifiers responsible for ordering hundreds of millions of dollars worth of contract merchandise each year.

Collaboration with National Expositions Co. has proved

that we made the correct decision in selecting a professional show organization. Through its efforts, more than 135 leading manufacturers have taken space in CONTRACT '67 at this writing. National Expositions has also worked up a complete attendance promotion program, including magazine advertising, publicity, posters, and more than one hundred thousand pieces of direct mail offering advance registration to contract specifiers and buyers.

The fruits of the campaign are already apparent, even before the opening of the show on April 25; hundreds of contract professionals have replied to the mailings from all over the country, indicating their intention to attend CONTRACT '67. Pre-registration forms have been received from individuals and firms as far away as Hawaii, Texas, Ottawa, Puerto Rico, and California. Among the advance registrants are the presidents of the country's largest hotel chains, store planning directors, school and institutional purchasing agents, military and Federal government procurement, plus, of course, a host of designers, specifiers and contract furnishers from most of the fifty states.

As a result of these combined efforts, the exposition that will take place April 25 through April 27 at the New York Coliseum will be a big one—and a highly significant one. In a field which has been developing an identity, an exhibition like CONTRACT '67 represents perhaps the final step in the emergence of a coherent industry, in which the professional stands in a definite relationship to a well-defined group of manufacturers and the products they make.

Admittedly, the contract industry has reached across a multitude of trades and professions, and just as clearly, its communications have not kept pace with its volume of five billion dollars in contract furnishings annually. In New York City alone, the contract specifier must visit hundreds of sources in dozens of buildings to keep up with the industry's endless repertory of products. With CONTRACT '67, we inaugurate the first compact and comprehensive showplace for the contract industry.

Ben Hellman



CONTRACT '67 will occupy the entire ground floor of the New York Coliseum, the nation's premium showplace.

PROGRAM OF EVENTS

TUESDAY, APRIL 25

9:30 a.m.-10:30 a.m.	Fees—what are the best methods of charging for contract design/planning services? Speaker: Lawrence Lerner, President, Saphier, Lerner, Schindler.
10:30 a.m.-11:30 a.m.	Contract furnishings requirements of religious institutions. Speaker: Rev. William F. Burke, Ph.D., Director, Institutional Services, Inc., Catholic Diocese of Brooklyn.
11:30 a.m.-12:30 p.m.	Where is the personnel for the booming contract industry coming from? Speaker: Forrest Wilson, Feature Editor, Progressive Architecture.

WEDNESDAY, APRIL 26

9:30 a.m.-10:00 a.m.	Maintaining standards of quality in contract design while simultaneously fulfilling corporate client requirements. Speaker: Marvin Affrime, Director, The Space Design Group.
10:00 a.m.-11:00 a.m.	How the government goes about specifying and procuring contract furniture. Speaker: Robert Hughes, Chief of Furniture & Furnishings Branch, General Services Administration, U.S. Government.

THURSDAY, APRIL 27

9:30 a.m.-10:00 a.m.	What the space planner/designer should know about the law and contract with clients. Speaker: Lee Epstein, noted New York attorney and counsel for the design industry.
10:00 a.m.-11:00 a.m.	New problems and logistics that confront the hotel designer. Speaker: Tom Lee, President, Tom Lee Ltd.
11:00 a.m.-noon	Free-for-All: Lerner, Affrime, Wilson, Burke Hughes, Epstein, Lee.

Exhibits open daily at 11:00 a.m. and close at 6:00 p.m.

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CONTRACT '67 PANELISTS

TOM LEE

President, Tom Lee Ltd.

Topic: New problems and logistics that confront the hotel designer.

Tom Lee is an internationally famous designer whose activities carry him around the world and whose projects include hotels, offices, department stores, museums, showrooms, and store windows. Lee's sense of light and space developed while he was costume and set designer for theater and ballet. That discipline has influenced his design concepts—he does not create a room, but rather a total setting for people. To his credit are such projects as the Doral Beach Hotel in Miami, the National Design



Center in New York, the Fashion Industries Presentation at the American National Exhibition in Moscow, a skyscraper in Johannesburg, the Bigi shop at Bergdorf Goodman and the Bonwit Teller windows in New York, and the Shah's Royal Teheran Hilton (in collaboration with Hilton architects). He is currently working on a 500-room contemporary hotel in New Orleans.

ROBERT HUGHES

Chief of Furniture and Furnishings Branch, General Services Administration.

Topic: How the government goes about specifying and procuring contract furniture.

Robert E. Hughes is a veteran of 27 years in the Federal contracting service, who heads up a purchasing staff of 46. He is now chief of the furniture and furnishings branch, procurement operations division, of General Services Administration, the Federal government's housekeeping agency. Hughes began his career in 1939 with the Home Owners Loan Corp. In 1942 he transferred to the Public Housing Administration, first in Boston and then in the Washington regional office. In 1950, Hughes joined GSA in the procurement division. In 1962 he joined the central GSA office procurement operations division as chief of the photographic and reproductions branch, and in 1965 he succeeded to the post of chief of the furniture and furnishings branch. Hughes now operates a purchasing program in excess of $100 million annually, making GSA the largest single source of volume in the contract industry.

LEE EPSTEIN

New York Attorney, counsel for the contract design industry, and educator.

Topic: What the Space Planner/Designer should know about the law and contracts with clients.

Lee Epstein has made important contributions to clarifying the many legal complexities involved in the relationship between planner/designer and client. Specifically, he has written countless articles on the subject in leading trade



publications, including "Designer Compensation," which appeared in July 1965 CONTRACT. He recently drafted the form contracts for the Industrial Designers Society of America. As an educator, Epstein teaches business practices for industrial designers at Pratt Institute and lectures on business practices and interior design at Parsons School of Design, Rhode Island School, Philadelphia College of Art, and Syracuse University. He is executive secretary of the Committee for American Participation in the Triennalle, and was instrumental in planning the United States' show at the U.S. Trade Center in London.

Seminars will be held each morning – April 25, 26, 27 – at the New York Coliseum. See detailed program on preceeding page

FORREST WILSON

Feature Editor, Progressive Architecture magazine.

Topic: Where is the personnel for the booming contract design industry coming from?

Forrest Wilson's vast and varied experience has established him as an authoritative lec-



turer, writer, editor, and teacher. He now lectures at Parsons School of Design in New York City and is a former associate professor at Pratt Institute, Brooklyn, and Academy of San Carlos in Mexico City. He is currently associate editor of Progressive Architecture Magazine, and his articles on sculpture, art, and architecture have also appeared in Arts and Architecture, CONTRACT, and other publications. Wilson has given one-man shows of his sculpture at Brooklyn Museum, San Francisco Museum of Art, and others. He is a member of American Institute of Architects, American Association of University Professors, and holds an Award of Merit from the California School of Fine Arts. Implementing his professional and academic careers is a record of construction work. Wilson has been construction foreman and engineer on several projects from New York to Morocco.

REV. WILLIAM F. BURKE

Director of Institutional Services, Catholic Diocese of Brooklyn.

Topic: Contract furnishings requirements of religious institutions.

Father Burke was ordained in 1943, did graduate studies at Columbia University, and obtained his Ph.D. from St. John's University in 1959. He engaged in Parish work for 20 years, has been a member of the Graduate School Faculty at St. John's University, and is a contributing writer to such publications as Catholic Educator, Instrumentalist,



Drum Corps Encyclopedia. Since his appointment as Director of Institutional Services, Inc. in 1963, he has been actively engaged in the purchase of all church, school, and convent/rectory furnishings and furniture for the Diocese of Brooklyn. He is responsible for a substantial volume of annual contract purchases.

MARVIN B. AFFRIME

Director of The Space Design Group, Inc.

Topic: Maintaining standards of quality in contract design while simultaneously fulfilling corporate client requirements.

A native of Philadelphia, Marvin Affrime was graduated from the University of Illinois in 1950 with a B.S. in archi-



tecture. In 1959 he formed his own firm, The Space Design Group, Inc., directing a team of gifted young designers. The firm has twice received the coveted Fifth Avenue Association Award for best store front alteration — Air France (1960-61) and Pakistan International Airlines (1962-63). While the group functions as a team, Affrime is personally involved with every assignment, although none of the projects bear his "signature." Among many projects which have won critical acclaim have been several major installations in the Pan Am Building in New York City, including Kenyon & Eckhardt's 120,000 square feet, Eastman Kodak's eastern regional offices, Scripps-Howard's headquarters, and American Greetings Corp.'s combined art gallery and card showroom.

LAWRENCE LERNER

President, Saphier, Lerner, Schindler, Inc.

Topic: Fees—the best methods of charging for contract design/planning services.

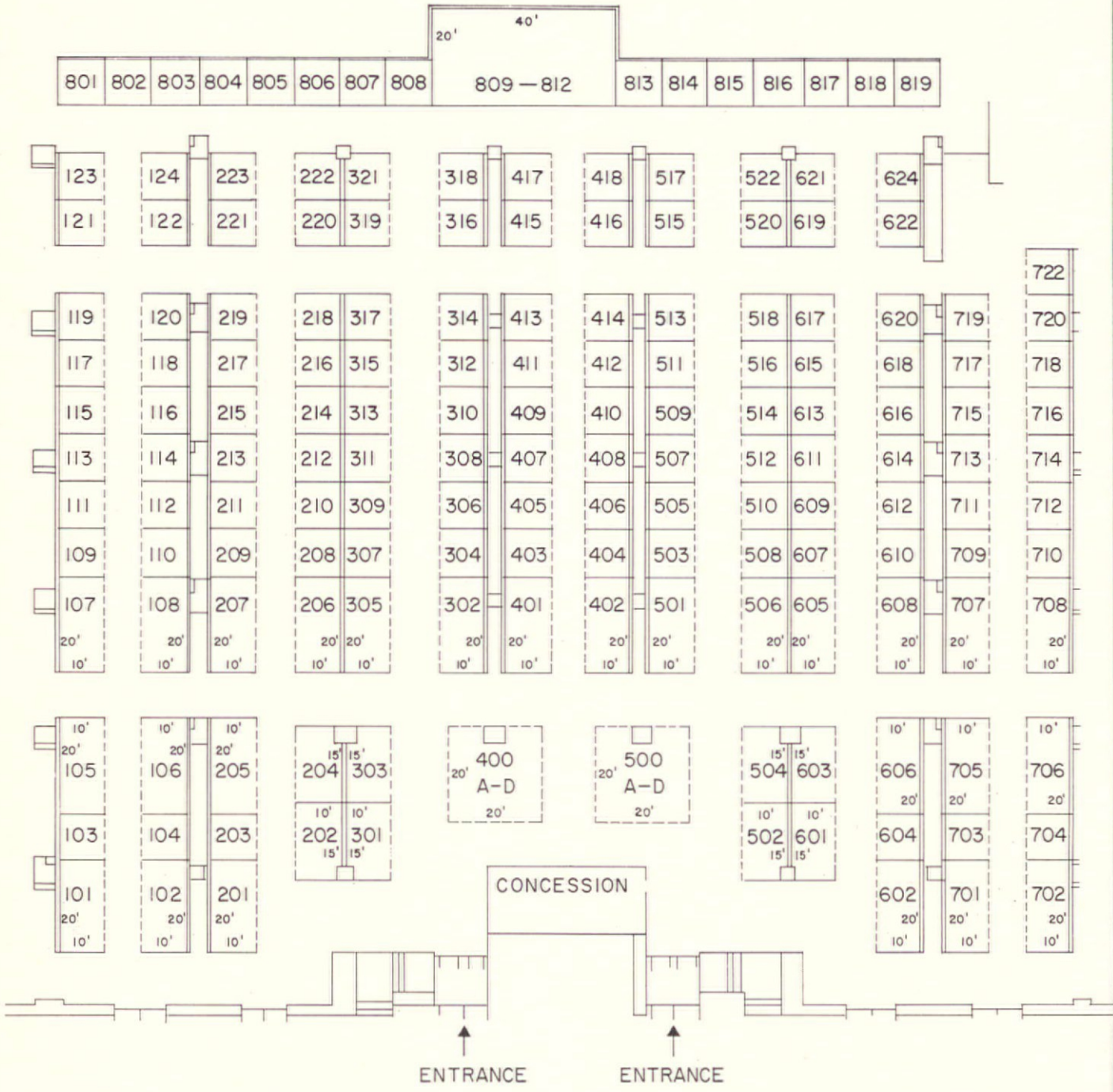
Lawrence Lerner, a graduate of Brooklyn College with a degree in design, has spent his entire professional career with the space planning and design firm of Saphier, Lerner, Schindler, Inc. The company now has offices in every major city of the United States, and also in Europe, and is currently working on 5 million square feet of space for firms in America, Africa, Mexico, and Europe. Lerner is visiting critic to Parsons School of Design in New York City, and furthers his educational programs by a series of publications detailing various aspects of professional design. His word "environetics," defined as the science of design of the things people use and the places in which they use them, evolved out of his own design



approach and innovations. Lerner is also an active member of the Young Presidents Organization and a frequent contributor to YPO Enterprise as well as other business and design magazines and dailies.

CONTRACT '67 FLOOR PLAN

New York Coliseum, Main Floor, April 25-27



EXHIBITOR LIST

EXHIBITOR	BOOTH
Acme National Refrigeration Inc.	404
Allied Chemical Co.	207
American Cyanamid Co.	804
American Mat Co.	111
Art Foundry	321
E. T. Barwick Mills	614
Berkshire-Hathaway	818
Bigelow Sanford Carpet Co.	315
Birmingham Ornamental Iron Co.	615
The Borden Chemical Co., Columbus Coated Fabrics Div.	412
Brite Lite Lamps	313
Broadloom Imports	211
B. Brody Seating Co.	606
Brown-Jordan Co.	701B
Brunswick Corp.	105
Burwood Products Co.	311
Callaway Mills Inc.	622
L.E. Carpenter & Co.	401
Central Irvel Drapery Co.	214
Chairman of the Board Co.	106B
Chemstrand Co.	310, 312
Chicago Hardware Foundry Co.	120
Clark Casual Furniture Co.	515
J.R. Clark Co.	418
Commercial Carpet Co.	402
Contract Magazine	305
Coronet Carpet Co.	118
Craft Associates Inc.	108
Crown Products Corp.	408
Crown Rubber Co.	601
Crown Wallcovering Corp.	218
Cypress Furniture Factory	517
J. C. de Jong & Co.	722
Deluxe Fabricators Co.	304
Design-Tex Inc.	509
Downs Carpet Co.	109
Elisabeth Draper, Inc.	808
du Cor, Inc.	510
E.I. DuPont de Nemours & Co., Dyes and Chemicals Division	502
E.I. DuPont de Nemours & Co., Textile Fibers Department	107
Durawall Inc.	306
Durkan Carpet Corp.	222
Etchings Etc.	308
Excel Mfg. Corp.	209
Fine Hardwoods Association	702
Finesse Originals	301
Fixtures Mfg. Corp.	705
Formica Corp.	806
Frames for Collectors, Inc.	813
Frankel Associates Inc.	612
Gasser Chair Co.	302
General Drapery Services Inc.	303
General Tire & Rubber Co.	215, 217
Gladwin Industries	102
Goodall Fabrics of Burlington Industries	714
Dan Greenblat	819
Hercules Incorporated	112
Hightstown Rug Co.	416
Holland Shade Co.	410
Hospitality Magazine	717
Hunt Country Furniture, Inc.	101
Imperial Industries	318
Institutions Magazine	319
International Crating and Container Corp.	405
I.V. Chair Corp.	501
Jackson China Co.	503
Jansko Inc.	219
Jefsteel Business Equip. Corp.	114, 116
Kirsch Co.	205
Laminated Veneers Co.	403

EXHIBITOR	BOOTH
Larand Corp.	718
Rudolph Lesch Fine Arts Inc.	610
Levolor Lorentzen Inc.	720
Lewis Street Metals Inc.	103
Luxo Lamp Corp.	703
Maharam Fabric Corp.	603
Karl Mann Associates	104
Marble Industries	616
The McCordi Corp.	314
McDowell-Craig Sales Co.	106A
Menell Associates, Inc.	309
Middletown Mfg. Co.	514, 516, 518
3M Company	809-812
Mohasco Industries Inc.	400
Molla Inc.	505
Monarch Carpet	216
Multicolor Corp.	602
Murphy Bed & Kitchen Co.	620
Norquist Products, Inc.	407
No-Sag Spring Co.	514, 516, 518
Owens Corning Fiberglas Corp.	406
Oxford Mills Inc.	719
Painter Carpet Mills Inc.	307
Panelart, Inc.	624
Parkwood Laminates Inc.	417
Permagrass by Obi, Inc.	701A
Piazza Originals	110
Pictures for Business Corp.	610
Porter Carpet Co.	507
RCA Service Co., Div. of RCA	206
Rockland Mills Inc.	504
Royalmetal Corp.	511, 513
Rugcrafters Inc.	619
Seamloc-Loma Loom Carpet Co.	213
Alan Sanford Inc.	711
James Seeman Studios	415
Segura Studios Inc.	317
Spaeth Display	608
Standard Coated Products	609, 611
Stanley Furniture Co.	507
State of Newburgh Inc.	122
Stauffer Chemical Corp.	201
Stephen-Leedom Carpet Co.	204
Sternberger Motor Corp.	405
John Stuart International Inc.	506
Stylume Products Inc.	605
Sweetwater Rug Corp.	613
Syracuse China Corp.	210, 212
N.A. Taylor Co.	706
TechFab	707, 709
Telescope Folding Furniture Inc.	113, 115
Timbertone Decorative Co.	220
Tree Time Inc.	604
Trend Mills	202
Tri-Mark Designs	414
Tropitone Furniture Co.	520, 522
Uniline	617
United Chair Co.	413
U.S. Vinyl Products Corp.	712
Valtronic Corp.	117, 119
Virco Mfg. Corp.	409, 411
Virtue Bros. Mfg. Co.	316
Albert Voigt Industries Inc.	618
M.G. Wheeler Co.	208
Wilmar Co.	710
Ralph Wilson Plastics Co.	512
Winn Anderson Fabrics	203
Lee L. Woodard Sons	607
Wunda Weve Carpet Co.	716
Yorkraft, Inc.	500

PRODUCT PREVIEW

AN ADVANCE SAMPLING OF CONTRACT MERCHANDISE BY MORE THAN ONE HUNDRED EXHIBITORS AT THE EXPOSITION THAT WILL OPEN AT THE NEW YORK COLISEUM APRIL 25, PAGES 122 to 139



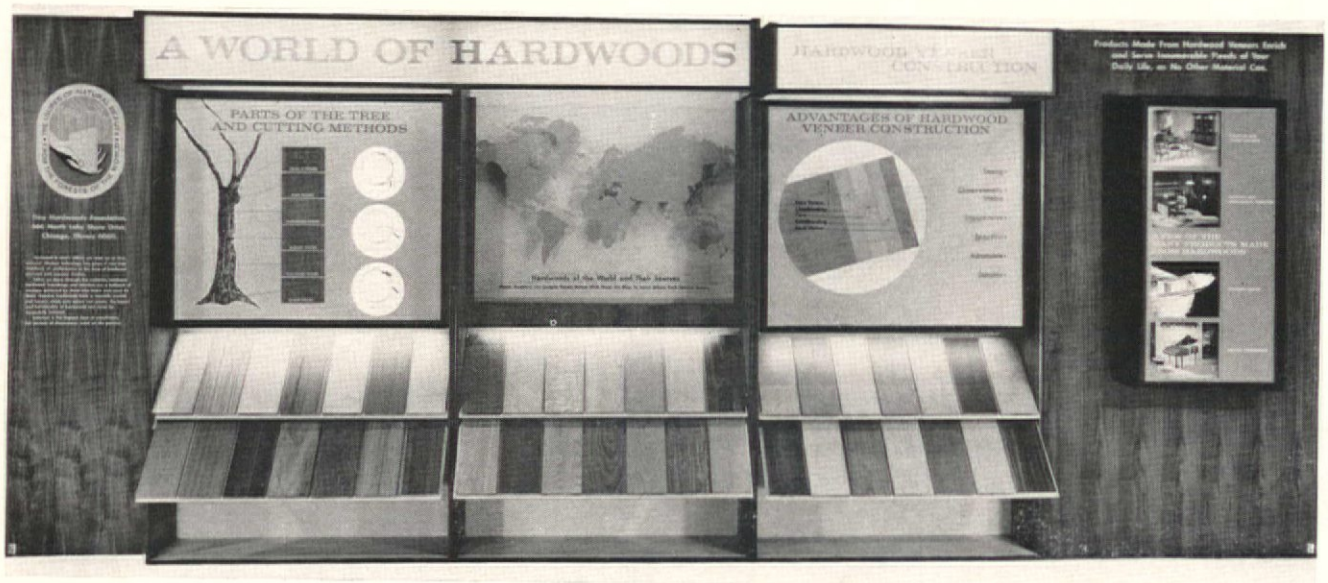






CHICAGO HARDWARE FOUNDRY, Booth 120

A complete line of conference, recreation and dining tables in a wide range of pedestal bases in bronze, aluminum, and porcelain, as well as a selection of deep cushioned counter stools will be displayed by Chicago Hardware Foundry. The company's color match service for any color desired in vitreous porcelain enamel or baked enamel paint will also be stressed. Circle No. 130.



FINE HARDWOODS ASSOC., Booth 702

"A World of Fine Hardwoods," planned by the Fine Hardwoods Association for CONTRACT '67, is an educational display designed to show the many glamorous woods from all over the world, and explain the newest techniques in selecting, matching, and construction used in fine furniture, wall paneling, and flooring. In addition, the display will demonstrate how several different figure types are obtained from a single tree, and how the character of the various species can be combined to provide intricate patterns. Some of the new super-performance finishing systems for hardwood furniture will also be promoted. Circle No. 131.



CLARK CASUAL FURNITURE, Booth 515

A luau table and chair grouping for cocktail lounges and other recreational areas will be among the attention-getters from Clark Casual Furniture. Chair is 40 inches high, 22 inches wide, and 20 inches deep; table is 36 inches in diameter and 24 inches high, available in standard and decorative finishes. Circle No. 132.

TECHFAB, Booths 707-9

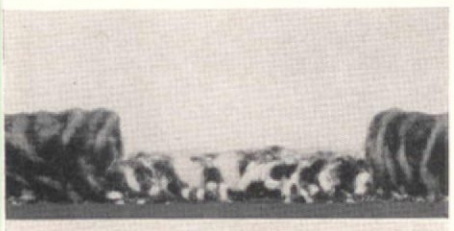
Executive chairs from the 2000 Series of executive seating and the Formold pedestal arm chair are two items in the wide range of furniture lines TechFab will show. The executive chairs, with deep molded latex foam seats are available in a wide variety of self-expanded vinyl or fabric upholstery, with or without arms, and in a choice of square or round tube legs and base, or swivel models. The Formold upholstered Fiberglas arm chair is available in naugahyde or nylon, with foam seat cushioning and foam padded arm and back rests. Circle No. 133.





CROWN RUBBER CO., Booth 601

Crown Rubber Co.'s display will show Plush-Cover, a new line of carpet-topped vinyl-backed floor mats and matting for commercial building lobbies. The matting combines alternating stripes of high and low pile nylon tweed in several color combinations, affording a colorful way to protect flooring from tracked-in street dirt and moisture, and reduce maintenance cleaning costs. Available at the display will be a four-color folder on Plush-Cover, detailing its construction, and multiple uses. Circle No. 134.



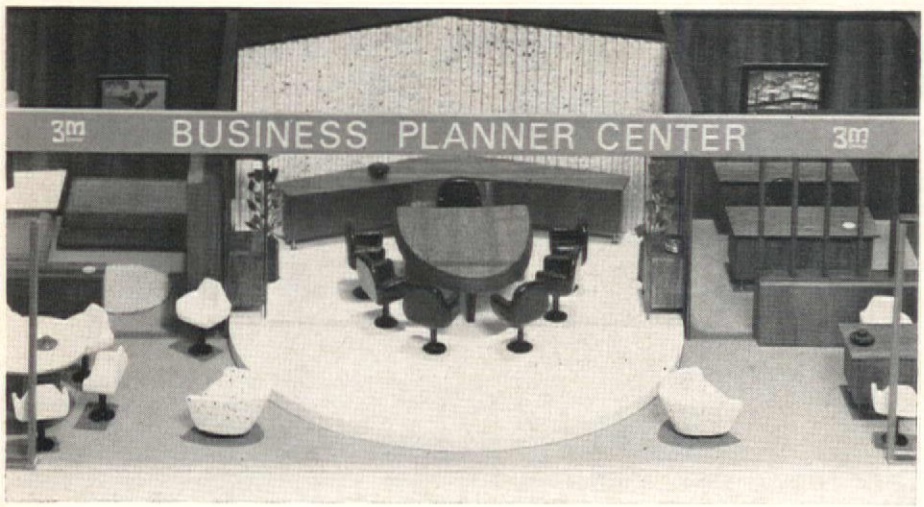


CENTRAL-IRVEL DRAPERY, Booth 214

Bedspreads, draperies, and decorator fabrics will be shown at Central-Irvel's display. Several unusual bedspreads, including a new Mediterranean group, have been added to the line, and fabrics will be shown for sale on a cut-order basis, either in conjunction with a workroom, or solely as fabric. Circle No. 135.

SWEETWATER RUG, Booth 613

Tough and colorful carpeting at Sweetwater Rug's display will include a style made of cationic dyed DuPont yarn, which can be piece dyed in either three or four colors, including the combination of two greens and a red, which has not been done before; and two styles manufactured of American Cyanamid's Creslan yarn, a nylon shag, and a tip-sheared heavy-weight acrylic. Circle No. 136.

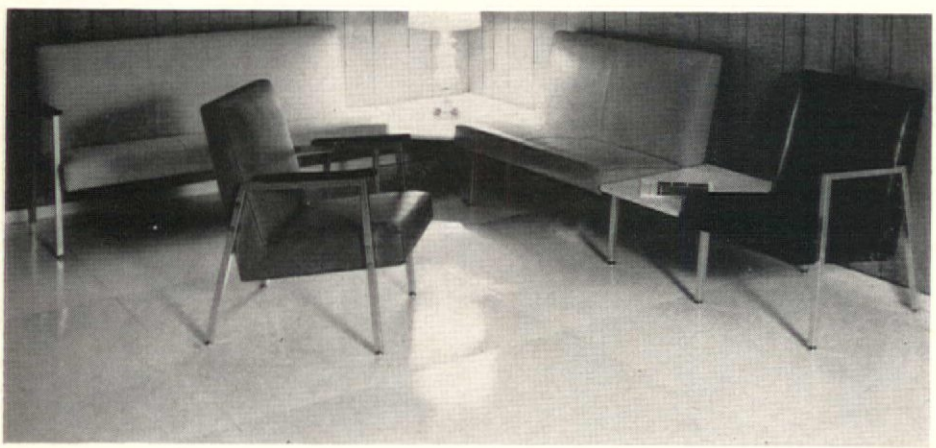




3M COMPANY, Booths 809-12

The 3M display, largest at CONTRACT '67, will be devoted to a new concept in office furniture, more durable and designed to allow efficient meetings within an office or hotel/motel room. The new office furniture, built and displayed by major contract furniture manufacturers, utilizes 3M's Tartan-Clad vinyl veneer. All surfaces will be covered with Tartan-Clad, except for the tops, which will use a high-pressure laminate. Tartan-Clad is not wood, but a vinyl film on which authentic woodgrain patterns have been photographically reproduced. It looks and feels like wood, but needs no waxing, oiling or staining; it resists scratches, household liquids, and can also be resistant to cigarette burns. Photo shows Tartan-Clad veneer used in a wall unit.

The furniture, to be shown for the first time at CONTRACT '67, includes: an administrative office-conference unit, designed to allow efficient meetings around the desk, which converts into a conference table. The unit also includes a 3M overhead projector and screen for instant visual aids; an executive-level version of the office conference unit, both built by Drexel; a motel conference unit, designed to allow traveling businessmen to hold conferences in their rooms. This unit, built by Stanley, also includes 3M visual products. The efficient motel room concept also includes the Sit'N Sleep sofa beds by Restonic, which has backboards and corner table finished with Tartan-Clad. Circle No. 137.



GOODALL FABRICS, Booth 714

A sampling of the latest in woven upholstery fabrics for contract furnishings plus a range of coordinated drapery fabrics will be displayed by Goodall Fabrics of Burlington Industries. Featured will be textured wool tweed weaves, versatile basket weaves, and a striated texture of rayon, nylon, and acetate. Also on display will be Goodall's mohair satin fabrics of mohair/cotton/rayon in 51- and 55-inch widths. Circle No. 139.





B. BRODY SEATING, Booth 606

Two chairs and settee-table units will be among the B. Brody selections displayed. The new pedestal-base chair which will be featured has round upholstered foam padded seat and "floating" semi-circular back of molded foam. Another chair which will be displayed has foam padded seat and self-leveling glides. The padded chair back, framed by metal tubing, incorporates a convenient handle into its design. The settee grouping will accommodate from one to three persons. It features square tubing in a satin chrome finish with walnut arm rests. Circle No. 138.



SYRACUSE CHINA CORP., Booths 210, 212

Syracuse China Corp.'s display will be a contemporary integration of modern china shapes and patterns with textured materials, and will show the two newest pattern additions to the Hospitality line of Syralite against a rustic background. Gramercy Park and Sutton Place, the new patterns in the Tudor shape, will appear, as will all of the Hospitality patterns, and a number of custom patterns—set up on dimunitive tables and on panels in the background. Circle No. 140.





TREND MILLS, Booth 202

The Microtuft collection, claimed to be the "densest, toughest and newest innovation in contract carpeting" will make its debut at CONTRACT '67. Lancer, the first item in the new collection, is 100 percent round cross-section continuous filament nylon, 1087 gauge with a two-ply yarn, with density equivalent to a 310 pitch 9-row Wilton carpet. Also featured at the Trend display will be the Masterprint collection, using Trend's Auto-Dye printing process on either nylon or Creslan acrylic commercial grade carpets. The print carpets are available in four patterns and twenty-two color combinations. Circle No. 141.

NORQUIST PRODUCTS, Booth 407

The Norquist booth will house a display of upholstered wood stacking, ganging, and folding chairs. The most unusual part of the line is the Galaxy 240-A, upholstered wood folding chairs with arms. Particularly recommended for use in churches and schools using temporary quarters because it can be equipped with a folding book box attachment which has either rear or front opening. The Galaxy 240-A can also be equipped with folding kneeling benches, but a single chair cannot accommodate both book box and kneeler. Circle No. 142.



RS

SEGURA STUDIOS, INC., Booth 317

Juan Segura's original ornamental fiberglass wall plaque creations will be represented in Segura Studios' display. Each plaque, which is a metallic-like picture presenting a sculptured effect, is hand colored and finished. Circle No. 145.

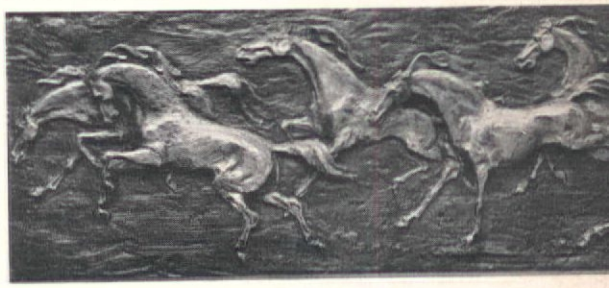


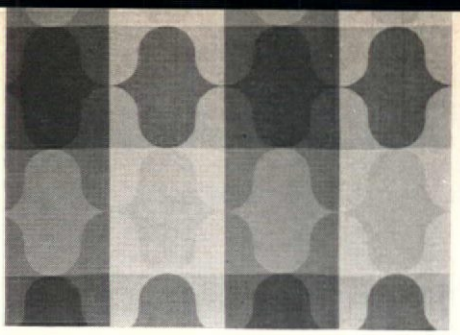
GENERAL DRAPERY SERVICES INC., Booth 303

An aluminum anodized satin bronze drapery wall, the chain mail drapery from Harvey Probber, the Silent Gliss low profile traversing hardware, and the Kirsch system of snap tape draperies will be spotlighted by General Drapery Services Inc. The central theme of the exhibit will be the complete drapery service—from design to installation—offered by the company. Circle No. 143.

LARAND CORP., Booth 718

A selection of casual rustproof aluminum furniture with polyfoam cushions concealed in plastic weatherproofing will be exhibited at the Larand Corp. booth. Finishes are available in a wide variety of colors, including gold or silver anodized. The strapping on the furniture is fade-resistant vinyl which returns to its original shape after use. Circle No. 144.



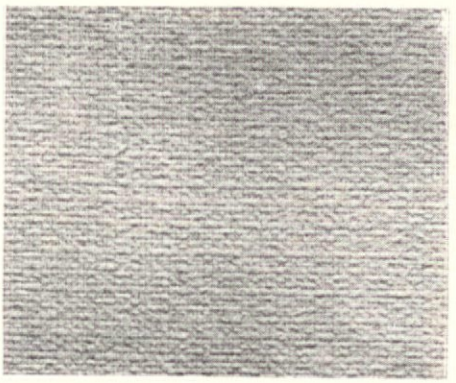




DESIGN-TEX INC., Booth 509

Fabrics for upholstery and draperies in a variety of patterns, materials, colors, as well as a collection of casements including permanently flame retardant Verel/Rovana dralon and linen will be effectively displayed by Design-Tex Inc. Among the drapery fabrics to be shown is Rhone, a reversible fabric with a 48 inch width and four-color design. Houseville and Fun Flower Prints, are two designs of a large group that will be featured on five different base fabrics consisting of linens, cottons and permanently flame retardent verel's. Cobblestone, with a 54 inch width, is a combination of wool and nylon with standard features including Scotchgarding and acrylic back. The new upholstery fabric is available in 12 colors. Circle No. 146.





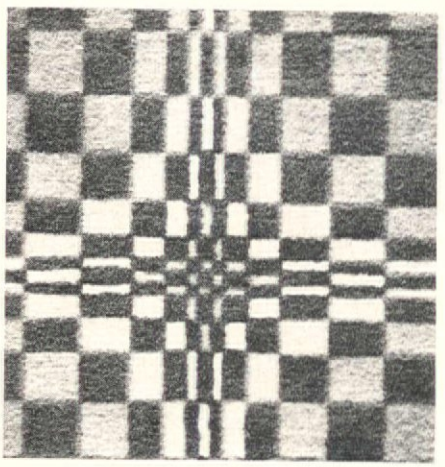


J. R. CLARK CO., Booth 418

Chairs which stack or fold, a folding settee, an adjustable terrace table, umbrella table, and sleek pedestal tables are among the items which will be exhibited by J. R. Clark Co. Additional items which will be displayed are the convert-an-arm device that changes pedestal chairs into captains' chairs, steel mesh topped tables, a deluxe dining chair and twin pedestal dining table, and a wheel assembly which makes chaise lounges mobile. Circle No. 147.

E. T. BARWICK MILLS, Booth 614

The three new carpet patterns that Barwick Mills will show have been made with the Colorset process which draws premetalized dyestuffs into the yarn and fibers, allowing multi-color permanent patterns in tufted carpet at substantially lower cost. Also, Spanish Tile, one of the three new patterns, was loomed on Barwick's new 1/10 gauge machine, making its construction equivalent to 270 pitch in a woven carpet. Op Town (shown) is a nylon horizontal geometric, and Bourbon Street is a brocade of 100 percent Du-Pont Antron. Circle No. 148.





TREE TIME INC., Booth 602

The display of Tree Time, Inc. will feature artifical and dried natural plants and flowers, arranged in a variety of vases and planters. It will demonstrate the versatility and durability of these plants, trees, and flowers, and their ability to enhance contract settings, particularly lobbies and restaurants. Circle No. 149.



OXFORD MILLS, Booth 719

The services offered by Oxford will be made readily available to designers and architects, explained by booth personnel and descriptive literature. A cross-section of qualities and styles will illustrate points in question. Circle No. 150.

DeLUXE FABRICATORS, Booth 304

Examples of the architectural woodworking, plastic lamination, and commercial upholstery work it has done for restaurants, showrooms, bars, counters, and institutions will be displayed by DeLuxe Fabricators Co., Inc. All work is custom made from specifications supplied by architects and interior designers, for walls, bars, back bars, banquettes, etc. Complete planning, designing, and installations is done by the company. Circle No. 151.



LAMINATED VENEERS CO., Booth 403

Contemporary furniture completely surfaced in plastic that can be cleaned with a damp cloth and resists the scuffing that wears wood furniture will be presented by Laminated Veneers. The firm offers the additional service of replacing chair legs at nominal cost by mail, requiring only the code number of the color and pattern in question. Circle No. 152.

CHAIRMAN OF THE BOARD, Booth 106 B

Chairman of the Board Co., manufacturer of laminated plastic conference tables with make its debut at CONTRACT '67 with three styles of tables available with straight, diamond-shaped, or boat-shaped tops, and with either straight or curved bases. All exposed surfaces are plastic laminate, and virtually every pattern or color is available in these tables, ranging in size from three feet by six feet to five feet by thirty-six feet. Circle No. 153.



STYLUME PRODUCTS INC., Booth 805

Outdoor-indoor aluminum seating and accessories will be displayed by Stylume. Among the lines to be featured are the Vinylume group, of heavy-gauge aluminum and vinyl strapping; the California Redwood series of chairs, chaises, bar stools, and tables in either dull finish or plasticized with tubular aluminum legs; the Fiberglas and wrought aluminum groups for special durability. All aluminum is guaranteed against chipping, corrosion, pitting, and rusting, and vinyl strapping is mildew-proof and color-fast. Circle No. 155.



McDOWELL-CRAIG, Booth 106 A

The Matador grouping of chairs, to be shown for the first time in the east at CONTRACT '67, will dominate McDowell-Craig's booth. Three executive chairs, four conference/guest chairs, two secretarial chairs, and a side chair complete the grouping of contoured chairs. Cantilevered arms which may be added after the chair is in use, and a flexible back strap are two of the comfort features included in the Matador group. Circle No. 157.





ACME NATL. REFRIGERATION, Booth 404

The complete new Acme line of refrigerated furniture and kitchenettes for offices, hotels, and motels, will be displayed at CONTRACT '67. The refrigerated furniture line will include combination refrigerators and liquor storage cabinets in modern, provincial, and Chinese modern finishes. The kitchenette line will include two models of refrigerator, sink, and range combinations which are available in a variety of wood grained finishes. Circle No. 158.



HUNT COUNTRY FURNITURE, Booth 101

Antique tones of red, blue, and green will be shown in addition to the traditional natural and dark stained woods by Hunt Country Furniture. Among the pieces to be featured are a large bar and back bar, the top of which will be of three-inch thick pine, a variety of booths, booth tables, round and square tables, and a selection of chairs. Circle No. 154.

STATE OF NEWBURGH, Booth 122

State of Newburgh's display, designed by Judith Ackerman, will unveil furniture covered in fabrics woven of 100 percent Herculon olefin fiber. The same 100 percent olefin fibers used in weaving carpets have been utilized to create this revolutionary furniture covering, available only from State of Newburgh, The fabric comes in five textured patterns, fade-proof colors, and is resistant to stain. In addition, it will out-wear any upholstery fabric now in use, the firm states. Circle No. 156.

BIRMINGHAM ORNAMENTAL IRON, Booth 615

An armchair, side chair, barstool, and two styles of tables from Meadowcraft Division of Birmingham Ornamental Iron Co. will be displayed. The chair is inspired by 16th century Italian design; a graceful piece that is sturdy and comfortable. The correlated side chair and barstool bring continuity without danger of boredom. All metal surfaces are finished in hand-antiqued colors, and leather-grained expanded vinyl upholstery fabrics are color-correlated to the frame finish. Table tops offered are varied in size and shape; Marblecraft, Formica, or a man-made slate. Tops may also be special-ordered. Circle No. 159.

PAINTER CARPET MILLS, Booth 307

A new, extra-dense, acoustical resilient floor covering for heavy traffic areas will be the focus of the Painter Carpet display. Loomed on a fine-gauge machine, the carpet is almost three times as dense as ordinary commercial carpeting, and the density makes it almost impervious to normal spillage. The nylon pile construction is available in 11 tweed color combinations, with polypropylene primary tufting back, a pure vinyl pre-coat and a secondary vinyl backing, to anchor loops securely. Circle No. 160.

COMMERCIAL CARPET CORP., Booth 402

Modu-Floors will be the central theme of Commercial Carpet's booth. This new carpeting concept is designed to eliminate waste and reduce installation costs by engineering carpets in modular widths and manufacturing to the exact dimensions of the areas to be carpeted. The Modu-Floors series features a broad variety of fibers, constructions, backings, and cushions, allowing the purchaser to select precisely the right carpet for each area, from the standpoint of traffic, maintenance, acoustics, moisture conditions, style, and budget. Circle No. 163.



RCA SERVICE CO., Booth 206

Color television, with remote control option, designed expressly for hotel/motel use will be the feature at RCA's booth. This color set has a 180-square inch rectangular picture tube, an automatic color purifier to cancel magnetism, color-keyed controls, tamperproof back, heavy duty power cord and volume limiter. Others on display will include a 295 square-inch set, an economy black-and-white TV and a transformer-powered receiver with built-in FM radio and jack for use with two-way intercom system. Circle No. 165.

McCORDI CORP., Booth 314

A wide range of vinyl wallcoverings including Tatami which resembles Japanese matting will be featured at the McCordi booth. Many of the wallcoverings imitate natural and luxury fibers such as burlap, monk's cloth, linen and silks; simulated flocks, wood grains, travertine, and cork manufactured in vinyl will also be shown. Most of the patterns can be special ordered with Tedlar, a protective film by DuPont. Circle No. 129.



VALTRONIC CORP., Booths 117, 119

Saturn-600, a line of plastic laminated textured wood-grained desks, files, tables, and credenzas, and Custom Modular, a line of plastic laminated modular casework including refrigerator cabinets, will be shown by Valtronic Corp. The natural wood grains manufactured in the plastic are scratch-, mar,- and heat-resistant. Circle No. 164.

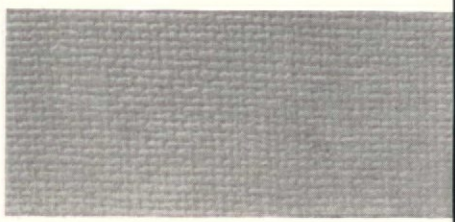
STAUFFER CHEMICAL CORP., Booth 201

A selection of wallcoverings in a variety of textures, colors, and styles will be on exhibit at the Stauffer Chemical Corp. booth. Included in the selection will be Marrakesh, a Fabron quality, lightweight fabric-supported vinyl with Indian print motif, and Treillage, a Detron quality with three-dimensional effect obtained through use of a glass fibre scrim laminated between a color base film and top clear film. Other textures represented will be burlap and tree bark. Circle No. 168.







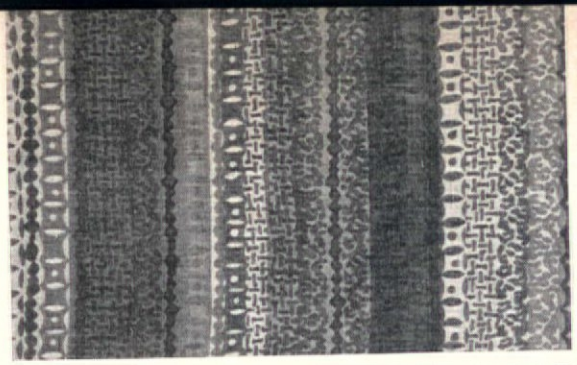


DURAWALL INC., Booth 306

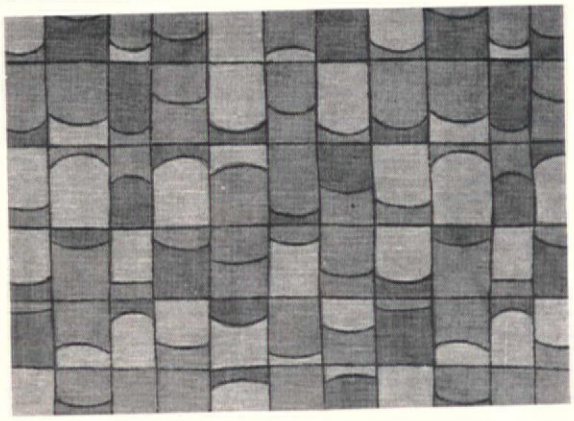
The new Suwide collection of more than 600 patterned and textured vinyl wallcoverings, available with or without the DuPont Tedlar protective surface, will debut at CONTRACT '67. Durawall Inc. will also show its Vyndura collection of suede, grasscloth, and burlap finishes, also available with Tedlar coating, and the Baladore line of large scale, highly designed iridescent metallic wallcoverings in florals, stripes, and damasks. Highlight of the display will be a demonstration of the protective qualities of Tedlar, showing the ease of removing paint, magic marker, crayon, lipstick, etc., from wallcoverings treated with Tedlar. Circle No. 162.

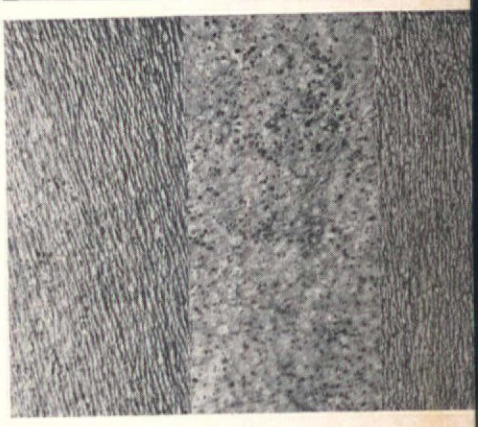
HERCULES INCORPORATED, Booth 112

Herculon olefin fiber will be the focal point of a display by Hercules Incorporated, showing the strength, durability, fade- and stain-resistance of the carpet fiber. Also available at the booth will be printed material describing the basic properties of Herculon, cleaning processes, and advertising, display, and sales training aids, for carpets of Herculon. Circle No. 169.



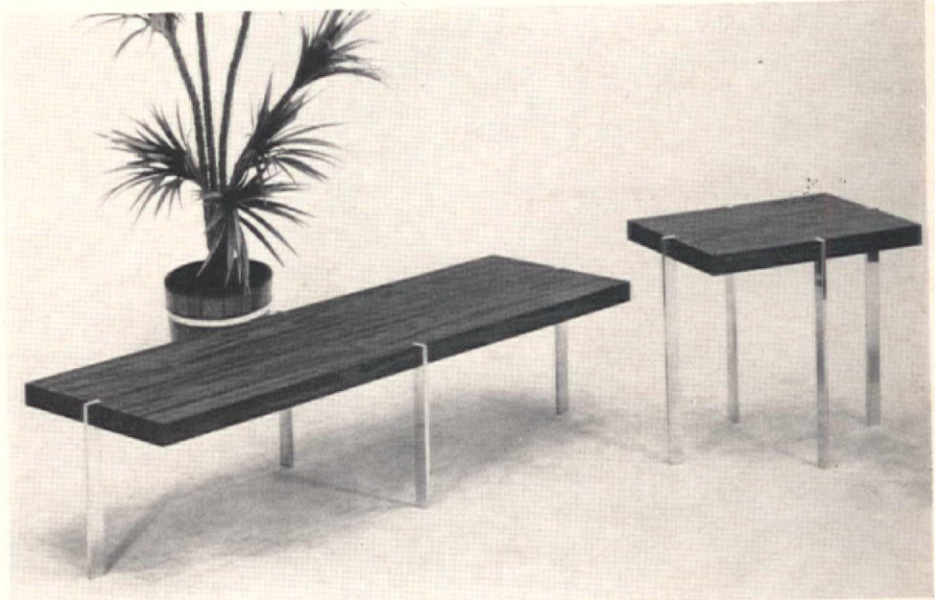






MAHARAM FABRIC CORP., Booth 603

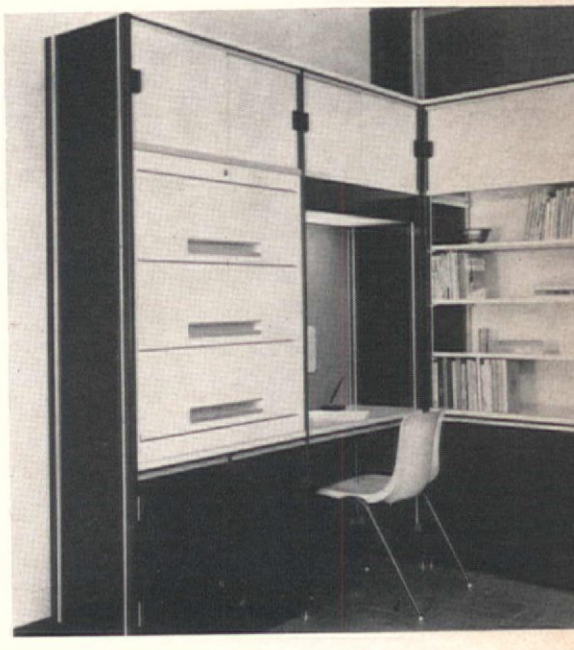
The Rayas collection of four stripe designed fabrics and a new line of cork wallcovering imported from Portugal in ten styles, will debut at CONTRACT '67. The fabrics are all colorful and imaginative vertical stripes, extremely suitable for dormitory and nursing home. Rounding out the Maharam exhibit will be six new 100 percent Verel fabrics, six 100 percent Orlon fabrics, twelve hand-screened linen prints, and the new Fiberglas collection which features Beta yarn. Circle No. 170.



JANSKO INC., Booth 219

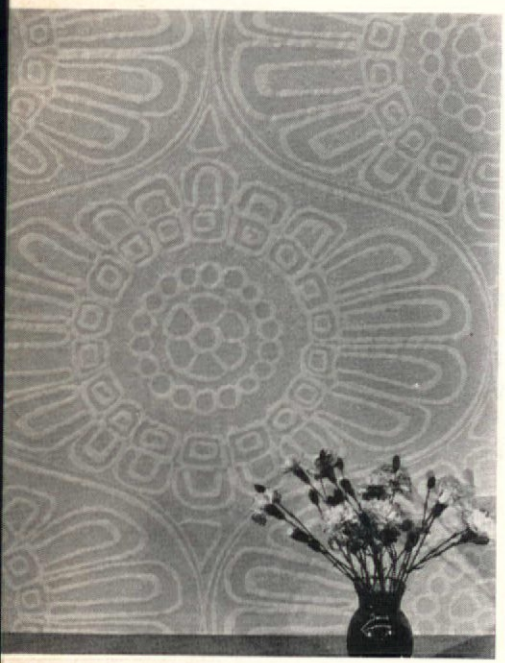
Jansko will introduce five new chair designs, including executive chairs, side chairs, tandem seating, conference chairs, and occasional seating. Among other new items to be shown is the occasional table line, constructed of polished aluminum and textured rosewood, a highly styled accent to any contract setting. Circle No. 171.





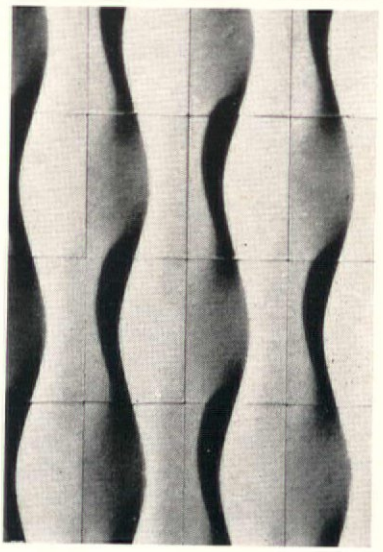
BRUNSWICK CORP., Booth 105

A new line of multiple seating will debut at the Brunswick display. The new design, featuring fiberglas side and arm chair shells with either black or chrome finished bases, is also available with upholstered shells and coordinated tables. Among the other items on display will be the Vegas series of 12 stacking chairs and one side chair, sectional cabinets combining work and storage space, and the Soma arm chair with seat pad. Circle No. 172.







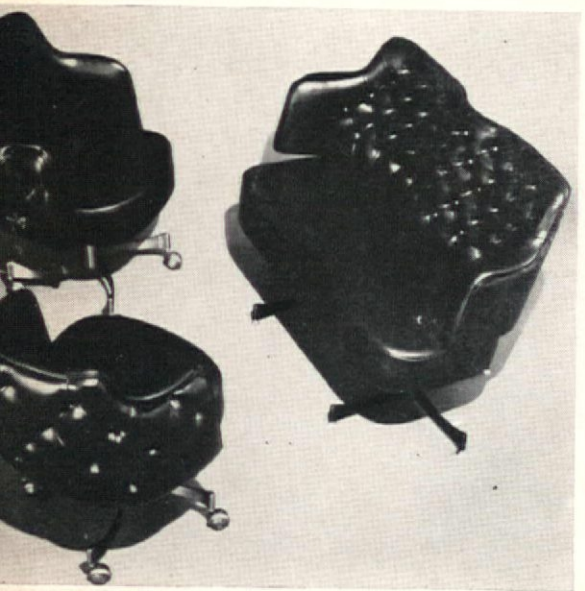


JAMES SEEMAN STUDIOS, Booth 415

A new collection of wallcoverings representing all of the firm's divisions will debut at CONTRACT '67. Featuring repeat wallcoverings, including striking new five-color rotogravure prints, and panel designs on vinyl backgrounds from the Seeman Studios and Murals & Wallcoverings divisions, and concrete and Nova-Stone sculptural facings and screen walls from the Arts for Architecture division, the exhibit will be composed of a series of panels including full-scale designs and photographs of recent installations. The company's new brochure, "Wallcoverings for the Contract Designer" will also be on hand at the show. Circle No. 173.

GASSER CHAIR CO., Booth 302

Gasser Chair Co's display will feature a full line of contract seating, many especially prepared for introduction at CONTRACT '67. The newly designed Comfort Zone grouping, intended for dining-lounge comfort will be demonstrated by a dual settee and twin matching lounge chairs, used to create an elegant lounge atmosphere in an area of the booth set aside for this new comfort concept. Bar stools will be displayed, as will low-boy seating for the popular intermediate bar height. Circle No. 174.







JOHN STUART, Booth 506

John Stuart International, the contract division of John Stuart Inc., is expanding its new polypropylene chair group with the addition of upholstered models and an enlarged selection of shell colors. On display at CONTRACT '67 will be the new upholstered shell, completely seamless on the seat and front of the back, offered in the full color range of Chromata Naugahyde. The basic Polypropylene chair is now available in five colors, royal blue, olive green, light gray, orange-red, and charcoal gray, and in special colors to order. John Stuart is now producing fourteen versions of this chair, designed by noted British architect, Robin Day. Circle No. 175.





PERMAGRASS BY OBI INC., Booth 701A

Plastic "grass"—a 100 percent polyethylene simulation with 7,000 "blades" to the square foot, for use in places where grass could be greener, will be on display at the Permagrass exhibit. It is particularly recommended for use in hotels and motels, on patios, around pools, as a division between tennis courts; in apartment houses, for entrances, outdoor terraces, and rooftops; and for displays, either in store windows or conventions, where it can be easily installed. Circle No. 176.









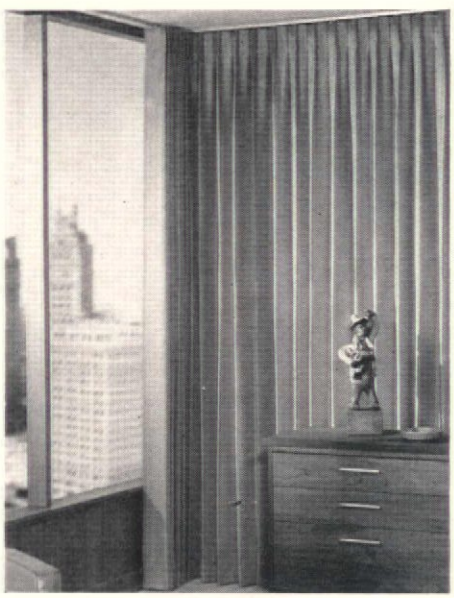


WILMAR CO., Booth 719

The new Wilmar lamps combine old world beauty and Parisian charm in a diverse and interesting collection. Among the lamps that will be shown at CONTRACT '67 are a floor lamp with old world finish and antique metal mountings. The others, of tole finished metal in Paris blue, mustard, green, and red, range from the very formal for hotel lobbies to the informal for hotel/motel rooms. Circle No. 177.

KIRSCH CO., Booth 205

Compact Architrac, a new concept in drapery hardware design, to be shown at CONTRACT '67, makes accordion-pleated traverse draperies practical for contract interiors. The Architrac and coordinating heading tape, called Accordia-Fold make installation and removal of draperies a snap. Snap tape, which is stitched to the top of flat fabric panels, has pre-attached half snaps along its length while the carriers in the traverse track have the other half; then heading and carrier snap together. Because the accordion pleats stack flat, this treatment takes less space, proving practical wherever maximum glass exposure is desired or in an area where it is difficult to mount drapery hardware. Circle No. 178.



INTERNATIONAL CRATING & CONTAINER CORP.; STERNBERGER MOTOR CORP., Booth 405

Emphasis on new distribution concepts and services to the contract designer/space planner, especially for overseas jobs, will be the keynote of this booth. The four brochures available from IC&C include: "How to Ship Overseas Without Going Overboard," which explains the pitfalls of overseas shipping and gives a solution; "Ideas for Coordinating, Consolidating, Containerizing of your overseas shipments," which shows the physical facilities of IC&C and explains its services; "Packaged Homes," which shows new concepts in furnishings delivered overseas; and "I Know What My Father Does," a child's view of IC&C. Sternberger will also offer a brochure describing physical facilities and services. Circle No. 179.





TROPITONE FURNITURE CO., Booths 520, 522

Tropitone will display its newest additions for the contract beach and poolside at CONTRACT '67. The new outdoor bar on wheels with matching bar stools has been added to the Tropi-Kai 900 Series as has an extra large lounge chair and matching ottoman. American Cyanamid's new acrylite material has been combined with Tropitone's designs for table tops that look like glass, but are indestructible. Available in fourteen colors to match chair frames or vinyl lacing, the acrylite tops are expected to be received enthusiastically. Circle No. 180.



VIRTUE BROS. MFG. CO., Booth 316

Stack tables with a continuous plastic slide on the underside of the frame for protection and ease in stacking will be represented in the Virtue Bros. display. A choice of chrome or two epoxy enamel frame finishes are available. The tops are Virtue laminated plastic "micalite" in dark walnut or pecan. Circle No. 181.

N. A. TAYLOR CO., Booth 706

The Gazeboé line of pool-side sun and shower protection offers shelter from the elements and lends a festive air to outdoor areas. Of sun-tested fabrics, the Gazeboé from N. A. Taylor Co. is styled in five fashion colors and three sizes that provide from 125 to 275 square feet of shade. Equipped for ease of opening and closing, the Gazeboé need not be closed, except under severe conditions. Circle No. 182.



BERKSHIRE HATHAWAY, Booth 818

Decorative fabrics for curtains, draperies and bedspreads, and lining fabrics will be shown by Berkshire Hathaway. These minimum-care fabrics, solids, sheers, and lightweights, come in an outstanding array of intense and vivid colors. A large group of prints, and a new line of heavier textured constructions will debut at the CONTRACT '67 show. In the drapery lining department, Berkshire Hathaway's Bourne linings are flame-retardant, some Milium-insulated, and the Opaqueen linings are blackout sateens, available in either white or silver back. Circle No. 183.

AMERICAN MAT CORP., Booth 111

Three types of dirt-catching, non-skid matting by American Mat Corp. will be on display. The American Sentinel link mats, in solid and marblized colors, can be custom designed to specification to include company name, trade mark or logo. This mat is a colorful protector of entranceway flooring. Nyracord Traffic Tred and Counter Tred are non-skid, resilient surfaces that remove dirt from shoes, and provide sure footing around machinery and behind counters. Shoe Blotter nylon tweed carpet on vinyl backing is an attractive matting for use in entranceways, lobbies, around swimming pools, and in elevators. Circle No. 184.

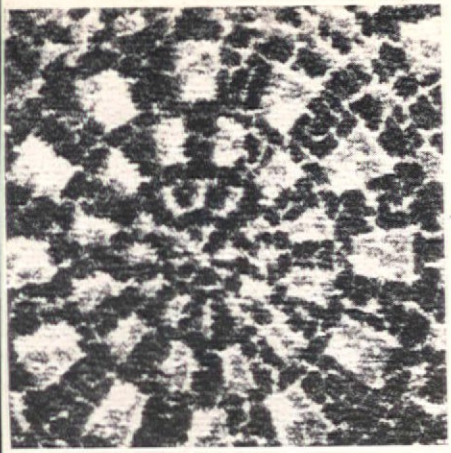
STANDARD COATED PRODUCTS, Booths 609, 611

Included in the selection of flocked patterns on vinyl coated fabrics by Standard Coated Products is Lyon, an attractive, easy-to-care-for wallcovering. Gold and silver foils in a variety of unusual decorative effects will also be exhibited. Circle No. 224.



BROWN-JORDAN, Booth 701B

Sixteen different chairs from the diverse line of fine metal furniture will be displayed by Brown-Jordan. Indoor and outdoor furniture, in a variety of styles and colors, some upholstered with either vinyl or sailcloth fabrics or lacings, will be among the items featured. Of particular interest will be the Calcutta group cast in aluminum, which borrows the style of bamboo and offers a wide range of fabrics. Circle No. 330.



MONARCH CARPET, Booth 216

Monarch Carpet's display will feature handsome new contract carpeting made on a 1/10 gauge tufting machine for durability, and with the Colorset process for lasting multi-color permanent patterns. Palazzo (shown) is a cut pile in DuPont Antron in many blending hues. Circle No. 185.



ALBERT VOIGT INDUSTRIES, Booth 618

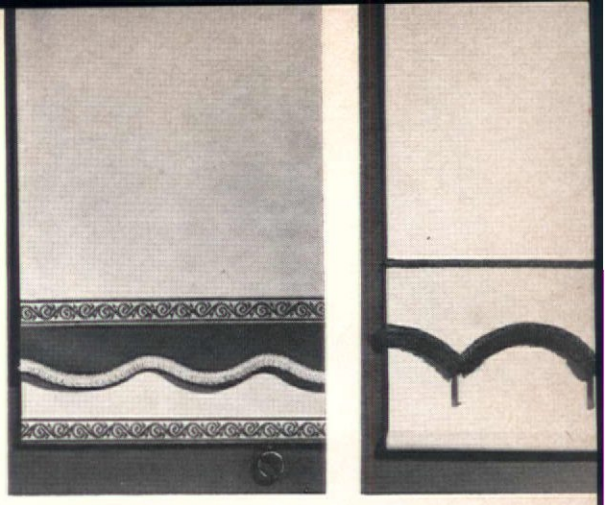
Among the new items which Albert Voigt Industries will feature is a folding/adjustable floor merchandiser unit, the uniflip merchandiser. It contains versatile center uprights for instant shelf height adjustability, precision hinging and locking devices, 20-gauge steel shelves with reinforced edges. Other items include a "rest-on-wall" instant library system which requires no fastening to wall, ceiling, or floor. Also on display will be various hardware display systems. Circle No. 186.

RUGCROFTERS INC., Booth 619

The use of 100 percent virgin wool, undyed yarns in clear earth tone monocromatic colors will be evidenced throughout the Rugcrofters' booth. All the qualities and effects which will be shown are made seamless to any width and shape. The looped cut pile and multi-colored techniques which will be displayed are all achieved with only seven colors, and the natural yarns available encompass a wide variety of budgets. Circle No. 187.

HOLLAND SHADE CO., Booth 410

The back wall of Holland Shade's display booth will consist of a number of hinged translucent panels outfitted on both sides with handsomely textured shades; the translucence allowing the viewer to see both sides of each decorative shade. A series of specially designed, inverted hem shapes will debut. These aprons are applied above the regular, straight hems for interesting highlights. All shades on display will feature Joanna Western Mills' line of window shade cloths. Circle No. 188.



GENERAL TIRE & RUBBER CO., Booths 215, 217

General Tire, well-known for its full range of carpet underlay, is now developing a comprehensive line of contract wallcoverings, consisting of 500 styles and colorings in a range of textures, woodgrains, marbles, planked paneling effects, cork, grasscloths, and other patterns. The first showing of parts of this newly developed line will take place at CONTRACT '67. Circle No. 189.

ETCHINGS, ETC., Booth 308

Newspaper engravings dating as far back as 1800 and catalogued in subject areas ranging from Civil War to advertisements and a group of South American decorative wall decor including hand carved bowls and colorful arrangements of butterflys are among the items which will be offered by Etchings, Etc. Also on exhibit will be a grouping of original oil paintings in hand carved frames, reproductions, prints, and etchings running in theme from traditional to contemporary. Circle No. 190.

L. E. CARPENTER & CO., Booth 401

Several of the Vicrtex, Vicrwall, and Vicrtex-T patterns of Vicrtex Sales Corp., subsidiary of L. E. Carpenter Co., will be displayed in booth 401. Among the patterns to be shown is Tangola, a Vicrtex vinyl wallcovering available in more than 20 decorator colors. The pattern recreates the dimensional beauty of hand-woven straw. In addition, several new patterns which have not been released for sales will be shown. Circle No. 191.



PICTURES FOR BUSINESS CORP. and RUDOLF LESCH FINE ARTS INC., Booth 610

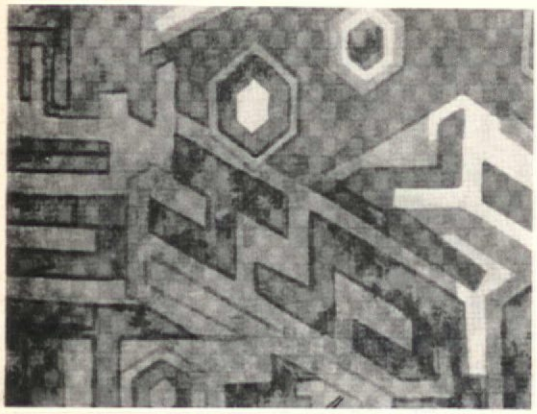
Booth 610 will be shared by Pictures for Business Corp. and Rudolf Lesch Fine Arts Inc., suppliers and consultants on art and framing for business. Examples of many types of art, including contemporary graphics from all over the world, posters, reproductions, custom framing and supplies will be featured. Circle No. 192.





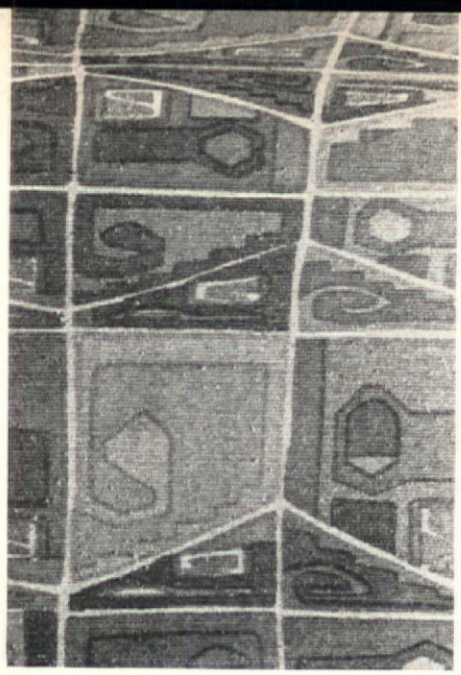
ROYALMETAL CORP., Booths 511, 513

A collection of Brazilian wood executive furniture including desks, credenzas, tables with matching chairs and settees designed by Croydon Furniture Corp. will be exhibited by Royalmetal Corp. The new Brazilia line is made from Imbuia or Brazilian walnut ranging in color from pale tan to rich dark brown, with French walnut used for the sides or panels. Circle No. 193.



WINN ANDERSON FABRICS, Booth 203

A flat Mondrian arrangement will be the setting for the Winn Anderson and Jack Lenor Larsen prints on two opposite walls. Seen for the first time will be the autumn green Thousand Islands and neutral Bounty from Winn Anderson. Jack Lenor Larsen will feature the Andean fabric collection including Chimu, a fold dye from Kenya done on a cotton velvet ground cloth. Also represented will be Conquistador, a wax batik with an over-scaled baroque pattern, Tiahuanaco, a geometric print in silver, maise and copper. Coverall and Win Weave from the Winn Anderson weave collection will separate and coordinate the rectangular arrangement of the prints. Circle No. 194.



YORKRAFT, INC., Booth 500

Wallscaping is the theme of the Yorkraft display, a gamut of Early American reproductions from tavern and trade signs and olde time posters, to trains and ships firemen and fireworks and Gay Nineties fun signs. Candelabra, lanterns, mirrors and sconces will brighten the display and bulletin boards, coat racks, writing chests, and trays will be featured. Sleigh plaques, gun plaques, and reproductions of historical documents are among the many artifacts of American history in the Yorkraft line. Circle No. 195.



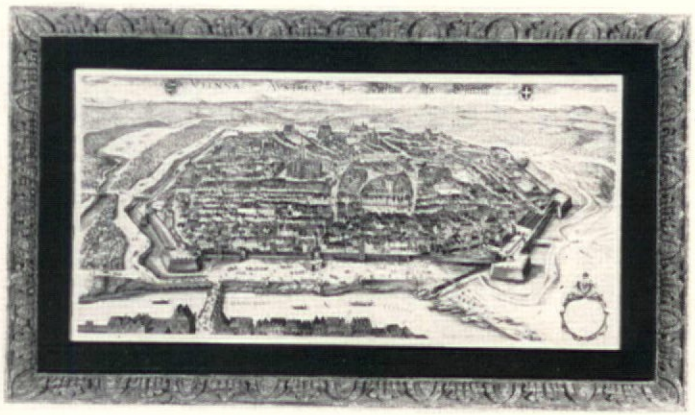
FINESSE ORIGINALS, Booth 301

Wall decor items representative of the 200 selections available from Finesse Originals will be shown in Booth 301. Newest additions to the Finesse line are hand hewn ceiling beams fabricated in a new strong lightweight material. Also displayed will be sample plaques with antique silver and gold finishes and several unique crests in a variety of finishes. Circle No. 196.



DAN GREENBLAT, Booth 819

Replicas of antique mirrors, old prints, maps, and town views, all handsomely framed in carved gold leaf mouldings, matted in velvet, painted glass, or French mats, will be the focus of the Dan Greenblat display. Also on view will be a collection of tapestries designed by such contemporary artists as Buffet, Lurcat, and Brayer. Circle No. 197.







BRITE LITE LAMPS, Booth 313

A wrought iron chandelier and two distressed ash and antique brass lamps will be part of Brite Lite's American Country Style display. The 5-light chandelier is available in two distressed colors and black, and the two table lamps are 38 inches high and 36 inches high. Circle No. 198.



L.S.M. CORP., Booth 103

A new group of chairs featuring upholstered shells and steel bases will be part of the LSM display. A selection of six shells and four bases allows 24 highly styled variations. Other chairs, tables, benches and modular seating in this extensive line will also be on view. Circle No. 199.

NO-SAG SPRING CO., MIDDLETOWN MFG. CO., Booths 514, 516, 518

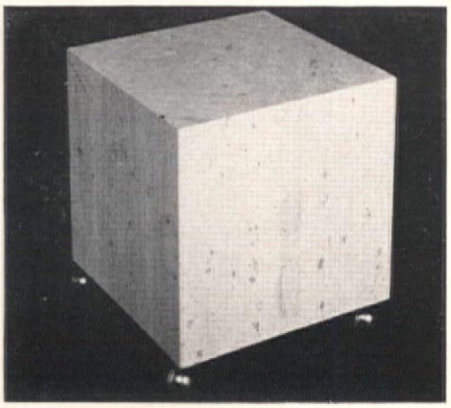
A variety of beds from No-Sag Spring Co. with heavy tubular cross-braces and cross-braced leg assemblies will be on display. In addition, several "regal" bases with cast aluminum turnings with walnut woodgrain inlay from Middletown Mfg. will be featured. The bases are suited for stationary chairs, swivel and swivel rocker chairs, bar stools and tables. Circle No. 200.

CROWN PRODUCTS CORP., Booth 408

The major emphasis at Crown's display will be on its Four Seasons indoor-outdoor carpet of 100 percent olefin fiber. Due to its imperviousness to the elements and its ease of maintenance, Four Seasons has been installed in areas usually reserved for tile, linoleum, or even flagstone and cement. Circle No. 201.

MARBLE INDUSTRIES, Booth 616

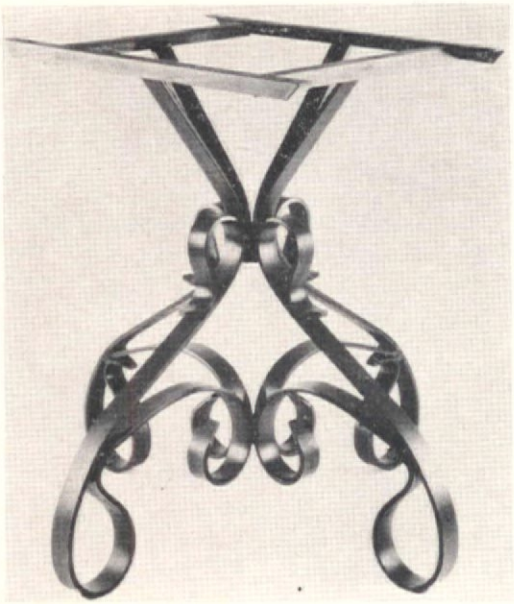
Marble Industries will show parquet marble products, made of ⅜-inch resawed marble bonded to chip-board which is significantly lighter than ¾-inch marble, and easier to work. A parquet travertine cube, a hexagon, and several other poly-sided figures are being shown as lamp tables, and patterned marble in round, rectangular, and boat-shapes for table tops will also be on display. Circle No. 202.



duCOR, INC., Booth 510

Newest additions to the duCor line of outdoor furniture are a fiber glass sun lounge with wide vinyl single straps individually attached and detachable headrest pillow, square fiber glass-topped cocktail table, club armchairs. Other new items to be displayed include solid wrought texture anodized aluminum stack chairs with fiber glass seat and backrest, round fiber glass-topped cigarette table. Circle No. 203.







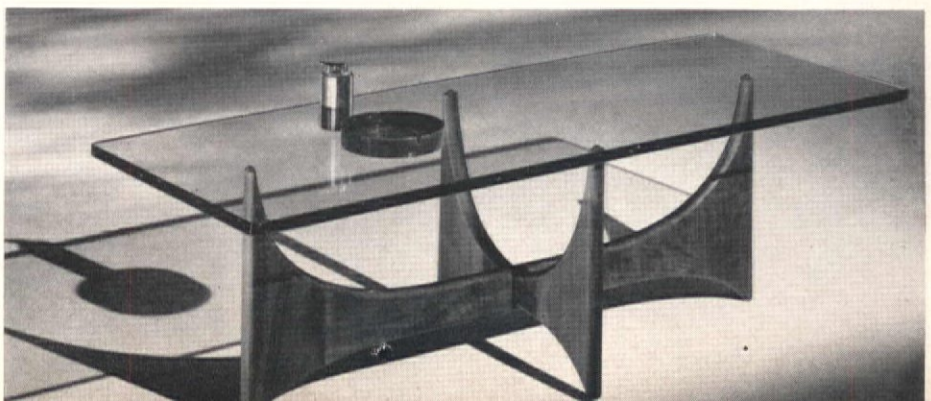
PIAZZA ORIGINALS, Booth 110

Piazza Originals' new line of custom tables, forged and cast iron table pedestals, and chairs will be presented at CONTRACT '67. The display will consist of a set-up table with stain-resistant oil finished top, plus several chairs, among them, the new bentwood chairs, and an all-weather iron chair, named Patio '67. Table tops are cut in round, square, rectangular, and oval shapes. Circle No. 204.

CRAFT ASSOCIATES, Booth 108

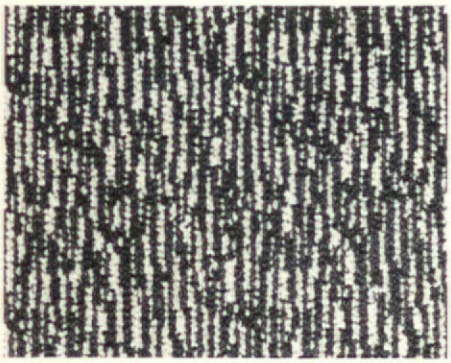
Craft Contract Division of Craft Associates will debut with a line of original contemporary furniture at CONTRACT '67. The presentation will include a variety of sofas and chairs, plus coffee tables, lamp tables and accessories, featuring frames and bases of metal or sculptured walnut. The upholstered pieces will offer a wide choice of fabrics and fabric-backed vinyl coverings. Tables will show tops of imported natural cleft slate or heavy crystal plate glass. A new modular settee grouping will also be introduced. Circle No. 205.





SEAMLOC-LOMA-LOOM CARPET CO., Booth 213

Rubber-backed and scrim-backed carpets will be shown at the Seamloc-Loma-Loom display, where the company will demonstrate the flexibility, unique features, and advantages of its product. The sponge rubber and carpet manufacturing processes will also be highlighted. Two new items will be shown: V.I.P., a deep loop or cut pile, all-wool carpet with random stria effects that is woven through the back, and Space-Nyl, 100 percent continuous filament nylon with a built-in sponge rubber cushion, designed with random color tweed effects. Circle No. 206.





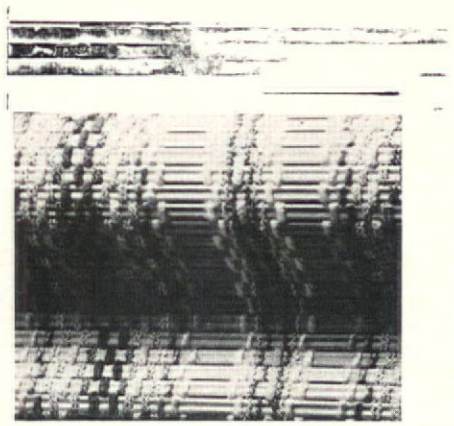


I. V. CHAIR CORP., Booth 501

I. V. Chair Corp. will show a collection of lounge, office, and bar furniture, coordinate tables, multiple seating units, and lighting accessories, designed in a classically modern style by John Yellen. Although many new pieces will be presented, the collection contains items which were designed as much as eight years ago. Also available at the booth will be a 48-page catalog. Circle No. 207.







LEVOLOR LORENTZEN INC., Booth 720

Levolor-Riviera Magic Wand blinds and Blenweave, a new pattern of woven aluminum, are the two new products that will be featured at the Levolor Lorentzen booth. The blind is slender, with a one-inch high head and narrow bottom rail, and one-inch slats, which are tilted by rotating a hexagonal transparent wand. Blenweave, the woven aluminum, pleats and rolls like fabric, and can be used for draperies, folding doors, roll-up shades, and spring roller shades. Circle No. 208.



CHEMSTRAND CO., Booths 310, 312

The various values of contract carpet in different installations such as educational institutions and restaurants will be demonstrated by Chemstrand. In addition, a new contract booklet highlighting the various uses of Acrilan acrylic will be presented. The booklet will stress the fact that carpeting has become more practical as a floor covering for schools since the introduction of man-made fibers such as Acrilan acrylic and Cumuloft nylon. Several "pluses" are cited for the use of carpeting in schools. Circle No. 209.



DOWNS CARPET CO., Booth 109

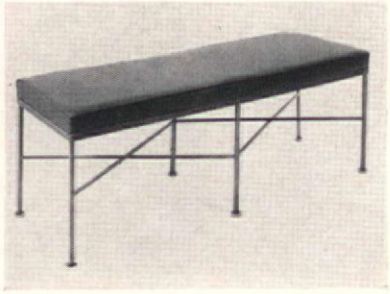
The Downs Carpet display at CONTRACT '67 will feature Fantasy Tyme, a quality all-wool Wilton, loomed in cut and varied loop pile, in eight vibrant multicolorations. The design is composed of random, free flowing stripings to create an eye-catching accent for all public areas. Circle No. 210.

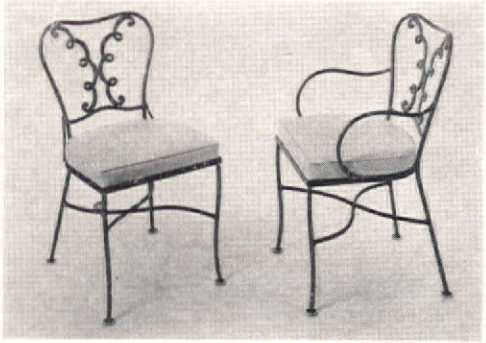


JACKSON CHINA CO., Booth 503

The Jackson China display booth is an ingenious variation of a breakfront, exhibiting many of the standard Jackson patterns, as well as exciting new patterns of both contemporary and traditional motif, designed specifically for Jackson by Paul McCobb and Dorothy Draper & Co. Circle No. 211.







MOLLA INC., Booth 505

Molla introduces the Cameo Rose and Ascot restaurant chairs at CONTRACT '67. Constructed from Alumaloy, a Molla exclusive, the chairs are lightweight, serviceable, and sturdy. Several new stools and benches for counters and lobby areas will make their debut, as will a new millinery table. Circle No. 212.









EXCEL MFG. CORP., Booth 209

Two new lamps and a non-tilting smoking stand are three of the principlas that will be shown at the Excel booth. The floor lamp is deceptively fragile-looking, but the table top is a rugged matte finished Fiberesin with pedestal in walnut vinyl-covered steel, making it impervious to damage. The smoking stand, particularly useful in college lounge areas, motels, and nursing homes, cannot be accidentally tipped or knocked over, and has an attractive ash tray that cannot be stolen. This 25 pound stand is sturdy, attractive, and cleans easily with a vacuum. Circle No. 213.





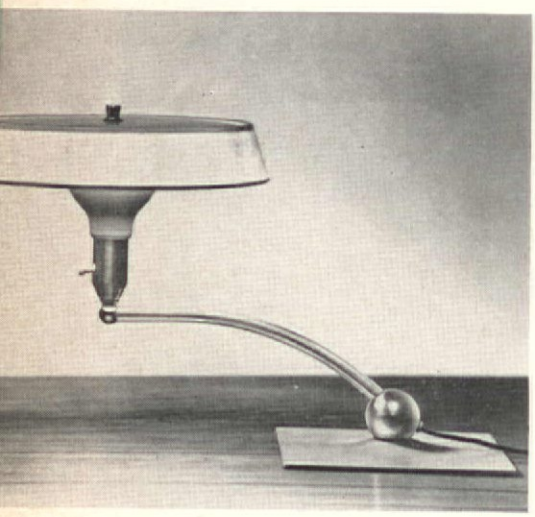
BIGELOW SANFORD CARPET, Booth 315

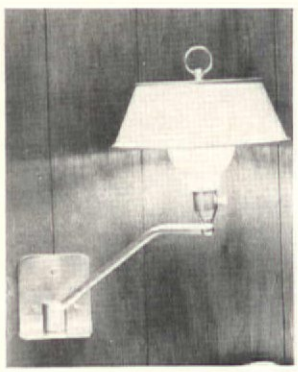
Twenty-one new patterned carpets from the Beauville and Bramwell lines will be the principals of Bigelow Sanford's display. Man-made fibers dominate the new collection, with new texture effects achieved through yarn manipulation and weaving techniques. The patterns are positive, and chosen for their suitability to today's design requirements. Circle No. 214.



FIXTURES MFG. CORP., Booth 705

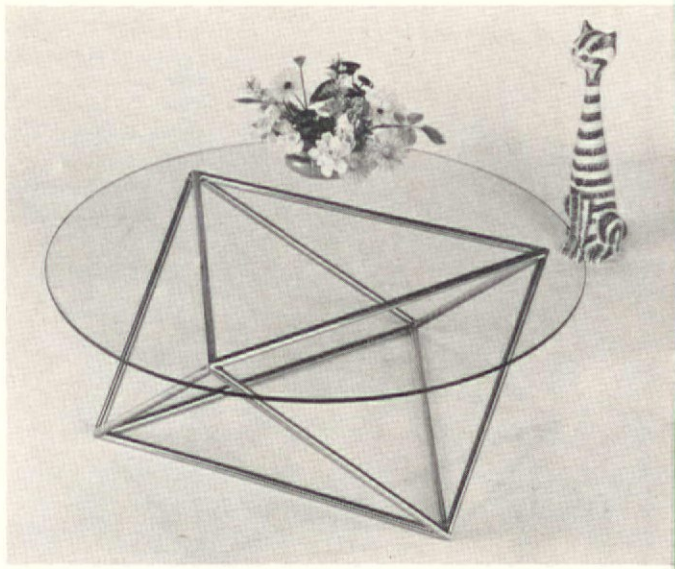
Functional furniture designed to save time, space and labor will be displayed by Fixtures. Included will be such advanced designs as the convertible chair-tablet arm chair combination, the legless table and dual purpose stacking chair. Circle No. 215.





M. G. WHEELER CO., Booth 208

M. G. Wheeler Co.'s display will include three new series from Sight Light. The most unique is Trende, an office desk lamp with base of brushed brass or chrome, that swivels a full 360 degrees. The newly designed shade is only 2½ inches high, of off-white linen on vinyl. The two other additions are a bracket arm fixture for permanent positioning on walls where space is limited; and the Classic 1000 Series, a desk model of timeless design with antique parchment shade and brushed brass, chrome or oiled walnut stem. Circle No. 216.

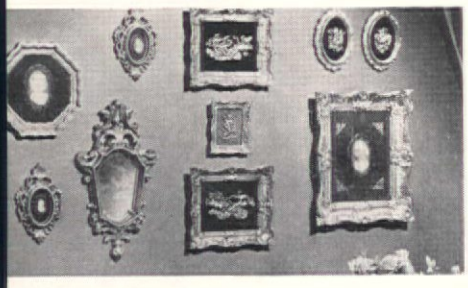


TRI-MARK DESIGNS, Booth 414

Reception area cocktail tables of glass and chrome, along with a glass topped conference table and several new departures in seating units will be among the new items featured at the Tri-Mark booth. Of special interest is the table pictured, designed by James Howell, well-known designer and professor at Parsons School of Design. It features a hyperbolic paraboloid shape. Circle No. 217.

BURWOOD PRODUCTS CO., Booth 311

Decorative wall accessories, versatile divider panels, mirrors, plaques, and clocks will be among the items from Burwood Products Co. and its sister firm, Galway, Inc. Assorted small plaques with intricate patina gold frames and a choice of delicate cameos, classic figures mounted against rich velvet will be included in the new items. Of special interest will be a battery-operated Act of Parliament clock finished in chestnut wood tone and decorated with a floral inset at the base. Clock face is of top grain cowhide with dial hand in gold foil. Circle No. 218.

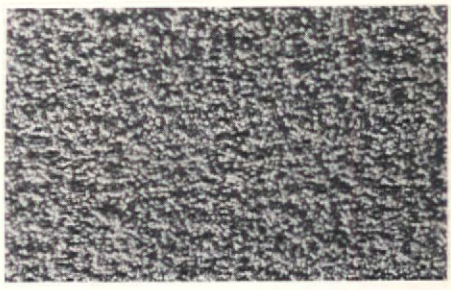


CALLAWAY MILLS, Booth 622

Light-box displays of room settings where Callaway carpets and rugs were used, a slide film on how to select contract carpet, a display of Callaway's comprehensive Contract Library, and a free brochure "Carpet Facts Architects Want to Know" will comprise the display at CONTRACT '67. Several new grades of contract carpet will be introduced at the show. Eight popular classics, and several area rugs from Callaway's AID Award-winning collection will round out the exhibit. Circle No. 219.







ALLIED CHEMICAL CO., Booth 207

Allied Chemical's display will feature samples and photographs of contract carpets with the A.C.E. (Allied Chemical Engineered) nylon label. An audio and visual presentation of the advantages of the company's carpeting will be evidenced in three large carpet cylinders with eye level rear screen projections and earphones. Color slides of school, hospital, restaurant, stadium, etc., installations will round out the presentations. Circle No. 220.



CYPRESS FURNITURE INDUSTRIES, Booth 517

The Bahama lounge, newest addition to Cypress Furniture's line of patio and pool furniture will debut at CONTRACT '67. Designed to eliminate the bother of chaise pads, the lounge combines the durability of cypress wood with ⅛-inch thick, 1¼-inch wide vinyl strapping to produce a handsome, comfortable unit. Also on display will be the Cypress Sun Lounge and a full line of outdoor furniture. Circle No 223



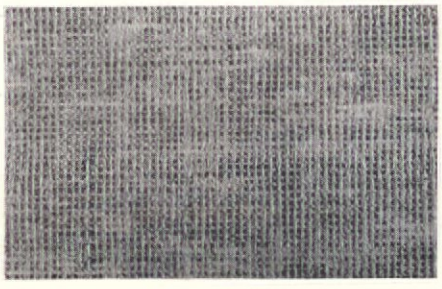
UNITED CHAIR CO., Booth 413

Employing a curved seat and back design, United Chair's Caribe line will be the focus of that company's display. The chair design can be utilized for multiple seating lounge and reception room units, or as executive or secretarial chairs. Frames of seven bonded enamel finishes or brushed or polished chrome, and upholstery from a choice of 60 fabrics and colors combine in this attractive chair. Matching occasional tables will also be shown. Circle No. 221.



COLUMBUS COATED FABRICS CO., Booth 412

The Guard lines of vinyl fabric wallcoverings in a variety of weights will be offered by Columbus Coated Fabrics. This completely coordinated group of architectural wallcoverings encompasses more than 500 patterns and colors in three basic weights and qualities, all resistant to scuffs, scratches, dirt, stains, and the abuses of high traffic areas. Two additions to the Queens Guard line, Imperial Wood, a strongly grained textured wallcovering, and Jute, a burlap design with heavily textured effect, have proved particularly popular. Circle No. 222.

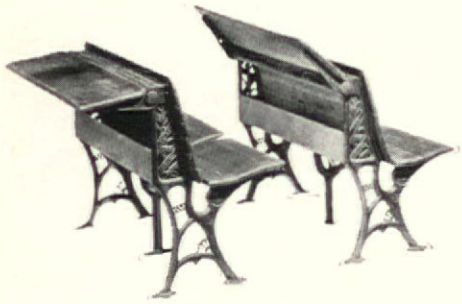


PRODUCTS OF ABOUT ONE HUNDRED EXHIBITORS at CONTRACT '67 are shown on these pages, representing approximately two-thirds of the exhibits that will be on view at the show. A good many exhibitors are promising "surprises," which will not be publicized until the opening day of the exposition, April 25. Others, unfortunately, were not able to prepare advance material for this issue.

SCHOOL FURNISHINGS—II

MAXIMUM DURABILITY MUST GO HAND-IN-HAND WITH A HOSPITABLE ATMOSPHERE AND PROVISION OF GOOD WORKING AND SOCIAL ENVIRONMENTS.

BY LOUIS S. BING



School Furnishings Part I appeared in the March 1967 issue of CONTRACT.

WHAT is the trend in 1967 in furnishings for educational institutions? The definite preference for nursing homes and health institutions, where a homelike atmosphere is considered of therapeutic value, is now toward decorative furniture in distinctive stylings, such as the ubiquitous Mediterranean. For schools and colleges, the demand is almost entirely for coordinated modern, in simple, functional, straight-line design. Emphasis is not to individualize differences in styling or design but rather to create rooms that will withstand hard usage.

College students, particularly young men, are inclined to be careless and neglectful of their environmental backgrounds. As a result, furnishings for living quarters, libraries, student unions, and dining areas must be carefully engineered to plan for maximum durability and to provide, as much as possible, for a ready-made place for books, sports equipment, bed and bath linens, apparel, and other personal accouterments. Owing to the ever-increasing demand for income from dormitories, it is also necessary to plan for a growing hospitality and for student welfare. Often, comfort and appearance standards take the form of high-pile rugs of nylon or other synthetic fibers, colorful draperies, woven and textured upholstery fabrics, and bright contrasting colors on walls and movable furniture.

Quantitatively, the largest expenditure on furnishings for colleges goes into equipment for dormitories. Manufacturers maintain virtually two complete lines—one prefabricated to attach to walls and floors in order to qualify for Federal financial aid; the other, an equivalent styling in free-standing or movable pieces. Finishes for dormitory furnishings is largely plastic laminates for casegoods in standard walnut or lighter natural birch; some are in natural woods with oiled surfaces.

To conserve space, in view of high building costs, student bedrooms tend to be small in size, usually 194 square feet for a two-student room. Yet students themselves are growing taller and larger in size, and beds are usually seven or eight feet long. As a result, expert engineering of bedroom furniture is required to provide a "place for everything" in a compact space. Storage facilities, for instance, are available in modular units, compartmentalized and adjustable for apparel and personal effects.

These bedrooms must also accommodate a study desk, often part of a built-in wall unit, and one wood arm-

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A, B *At Notre Dame University, a bank of "saw-tooth" carrels (A), by Remington Library Bureau, is lined up against a brick wall. Privacy is also provided in another modular wall carrell design (B), combining rich walnut with metal leg bases. Circle No. 225.*

C *Student lounge at St. Joseph's College in Brooklyn, N.Y., is furnished with Howell Encore armchairs and occasional tables. In the background is the student dining room. Dining tables have pedestal bases. The chairs, which can be stacked, are foam padded over molded plywood and upholstered. Circle No. 226.*

D *After four years of use, the dormitory director of Lowell Hall, Madison, Wis., reported that not one piece of furniture was in need of repair, recovering, or replacement. Lounge seating shown, except for the Barcelona chairs, are by Thonet. Circle No. 227.*

E *American Seating Co. offers specialized furniture for colleges in its Vanguard University series. Permanently attached lecture-room seating can be arranged to conform to the design and purpose of the room; seats swivel in the direction designed. Circle No. 228.*

F *Large installation of dining furniture in the cafeteria at Lowell Hall, Madison, Wis., was awarded to American Chair Co. Dining hall was carpeted for sound suppression. Circle No. 229.*

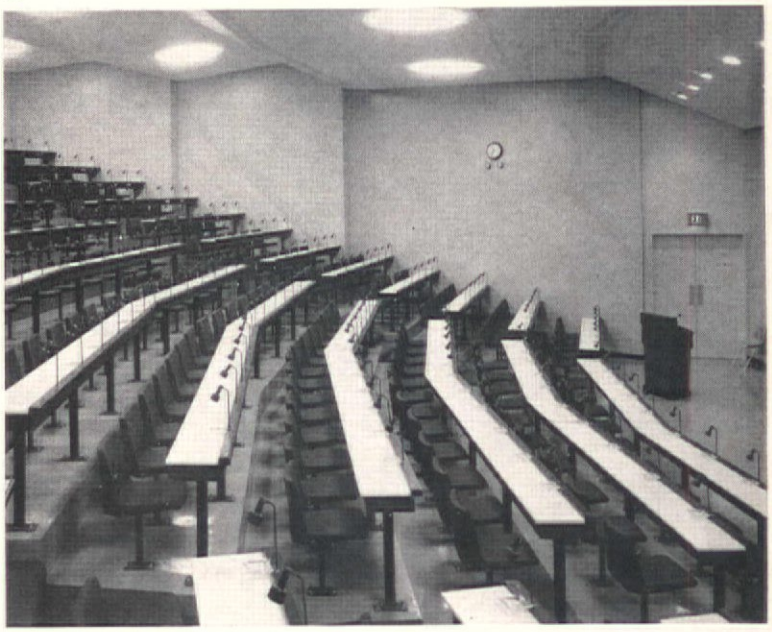
G *Double-duty chalkboard by PPG Industries has a white background to be used with colored chalk. Nucite chalkboard, the result of 30 years of research and development, also serves as a projection screen. It can be used for rear as well as front projection of slides. Circle No. 230.*

H *For Indiana Central College at Indianapolis, lounge furniture was custom designed and built by Garland Furniture for the Campus Center main lounge. Circle No. 231.*



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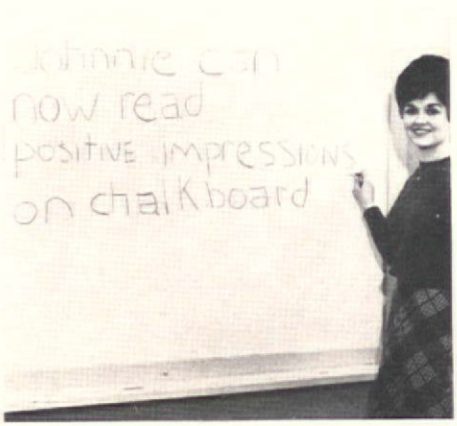
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chair per person. Beds that are attached to the walls can be swung to an up-right position, totally concealed during daytime. Also popular is the dual-purpose bed, doubling as a lounge for extra seating space. Mattresses are either foam rubber or inner spring, usually on flat suspended wire steel spring bases. Double bunk beds are no longer in popular demand, since they do not adapt easily for social gatherings.

Free-standing bedroom case pieces duplicate the variety of built-ins and come in many sizes. There are wardrobes, desks, armchairs, chests and other storage cabinets, and sleep lounges. Regarded as utility equipment, they are of no identifiable period design or style. When they are varied, it is usually for size or specialized utility features, seldom because of the basic functional design.

Uniformity exists in public dining areas as well, and almost all food service is a la cafeteria. In large rooms, furniture is arranged to cater to small groups, perhaps eight to twelve persons at a table. Square or oblong in size, tables can be easily moved into various combinations. Chairs are principally chrome plated with plastic backs and seats, to match sturdy chrome legged tables with Formica and other plastic laminate tops. However, sturdy wood chairs and tables are still popular, especially in privately owned colleges, and here upholstered chairs in plastic or fabric covers add warmth to the room. A novelty is the integrated table and chair unit by Fixtures Mfg. Co. The table and each chair share one leg, and space can be computed for maximum utilization. There is a growing use of multicolor schemes in dining areas, often up to four or six basic hues. An important variation of dining design is the university faculty or club room, with more emphasis on decorative design.

For lounges, student unions, and the social areas in dormitories and libraries, choice of furniture follows mo individual and varied design, but co temporary continues to dominate. O universal requirement: sturdine Frames must be solidly built of har wood, and fabrics either simula leather in modern plastics or are heavy, tightly woven fabrics. No long do college social spaces emit the au of sterility and austerity with standa dized furniture—a new note of soci bility and informality is the vogue. T utilize space most effectively, mar lounges and sofas are complete wit attached end tables, plastic topped f durability. Chairs and sofas invariabl are comfort styled with loose cushion Many factories offer seating arrange ments of standard size, but can b ordered to any length, with simpl modern wood arms spaced as re quired.

Huge sums at the college level ar spent on public seating for lectur halls, theaters, and auditoriums. Fur niture, both fixed and movable, ha

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B *Successful handling of a common oblem (A)—lighting fixtures that would nform to the pitch of the roof and still ovide adequate light at desk level—was complished at Martin Murphy School, lpitas, Calif. Detail (B) reveals the erless Outrigger unitized lighting sys-n, suspended on cable arms running rallel to the exposed beams. Circle No. 2.*

Krueger Series 3000 Fiberglas side chairs re used at Chase Cafeteria, University North Carolina. Chairs are compound-rved for posture, come in a choice of lors. Circle No. 233.

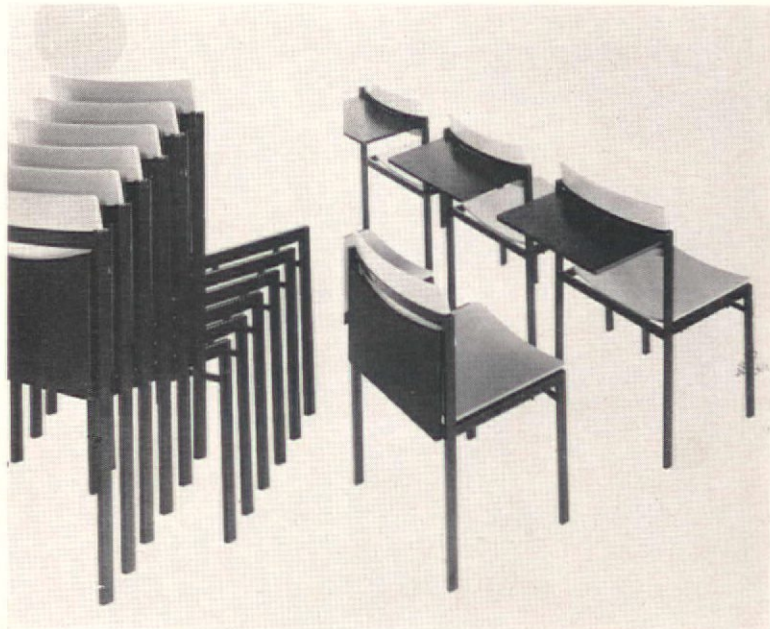
Lounge group by Richardson/Nemschoff school and library use, includes de-n options of one-, two-, and three-ater units, with or without arms, and a riety of triple units of one or two table rfaces. Circle No. 234.

Designed for both privacy and compact rangement within student rooms, dormi-ry furniture by B. P. Johns is surfaced Formica simulating maple. Desk-esser-bookcase is a single unit. Book-elves, screens, and lavatory stands co-dinate with the group, shown here at king Residence Hall, Portland State llege. Circle No. 235.

Harvey Probber's tablet armchair adapts universal campus use in dining halls, raries, study halls, student rooms. ame is solid oak with exposed dowels; at and back are mahogany. It comes mless, with tablet arm, or with straight ms. Circle No. 236.

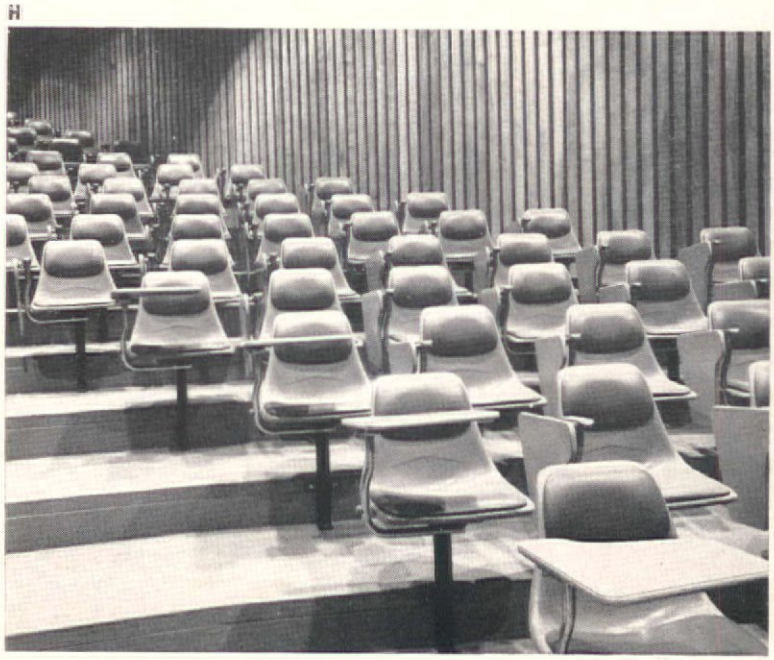
This versatile stacking chair comes with ywood or upholstered seat, with or thout arms. The lift flap plastic lami-te writing tablet is optional. A rugged me of rectangular welded steel tube th a baked enamel finish assures a life-ne of hard student use. It was recently troduced by Harvey Probber. Circle No. 7.

Installation of padded lecture room airs at U.S. Military Academy, West int, are posture-molded fiber glass by eywood-Wakefield. Tablet arms fold ay when not in use. Circle No. 238.



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moved far away from the standard joined desk and chair in the classic tradition of the one-room school house. Now available in highly specialized designs, chairs come in many colors, many fabrics, and with many optionals such as drop tablet arms, book compartments and baskets. There are efficiency attachments to work benches, desks, and study tables. Where upholstery is desired, in theaters or auditoriums for instance, new nylon pile fabrics are most welcome.

Classrooms, too, require special attention with the increasing use of audio-visual equipment. The prevailing practice is definitely away from inflexible furniture arrangements and toward the free-standing desks and chairs that can be grouped and regrouped as required. Mainly in metal there is still a demand for wood classroom furniture, all planned for adaptability to changing classroom sessions. This same demand comes from the needs of special furniture sized to the new cubicles in modern college libraries where there are open stacks of reference and general books and where students are brought right in to the reserve book area.

There are many other needs for furniture in the modern school and college. Furnishings must be provided for such specialized areas as physics and chemistry labs, gymnasiums, beauty colleges, music and art departments, domestic science kitchens, to name but a few. Providing these furnishings, there are many relatively small but highly specialized equipment manufacturers, and the national giants leave these fields to the specialists.

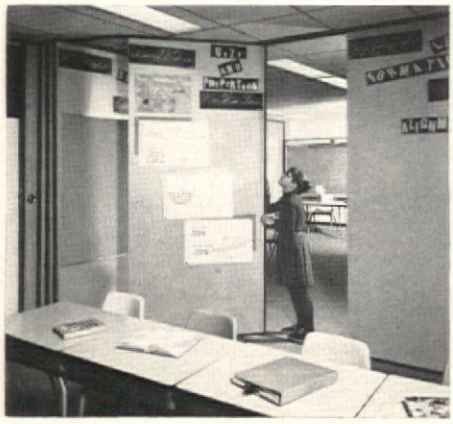
Demand also exists for carpets, hard surface floor coverings, and draperies compatible with the use of modern and functional school and college furniture. Carpeting is now entering the classroom, the lounge, the library, and even the hallway, to give a definite up-lift to the general environment. New synthetic carpet fibers prove highly resistant to soilage and fire, and with new maintenance equipment and finishing techniques they can endure long, hard life. Carpet mills are eager to provide information on carpeting for the kindergarten or college classroom. Resilient flooring manufacturers have improved their products and offer a broader range of materials, including cushioned vinyls, especially useful in labs and areas of maximum traffic.

Fiber glass, now available in many colors, patterns, weaves, and weights is a popular choice for drapery fabrics. A new trend is the multi-purpose fabric, suitable for drapery, upholstery, bedspread and other uses, to provide elegance and cheerfulness in a variety of colored prints as well as solids. The color lines for 1967 combine bright accents in reds, greens, blues, and oranges, with pastels. (C

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A *Cosco's 600 Series contemporary furniture offers versatile seating arrangements for dormitory, lounge, or reception room planning. Included are chairs, settees, sofas, benches, and tables, for use individually or in tandem. Circle No. 239.*

B *Hauserman Operable Wall provides instant flexibility for the component or "open plan" classroom system. With magnetic "thumbtacks," wall becomes tackboard for display. Circle No. 240.*

C *Herman Miller's ECS student furniture, designed by Charles Eames, reportedly accommodated 46 percent more students while requiring 40 sq. ft. less space per room in the dormitory at Arkansas State College, Jonesboro. Circle No. 241.*

D *System '70 from Troy Sunshade features collection of dormitory furniture which can be scaled for large or small rooms. Double room setting shown includes wardrobes, chests, bookshelf desks with file drawers, study carrels. Circle No. 242.*

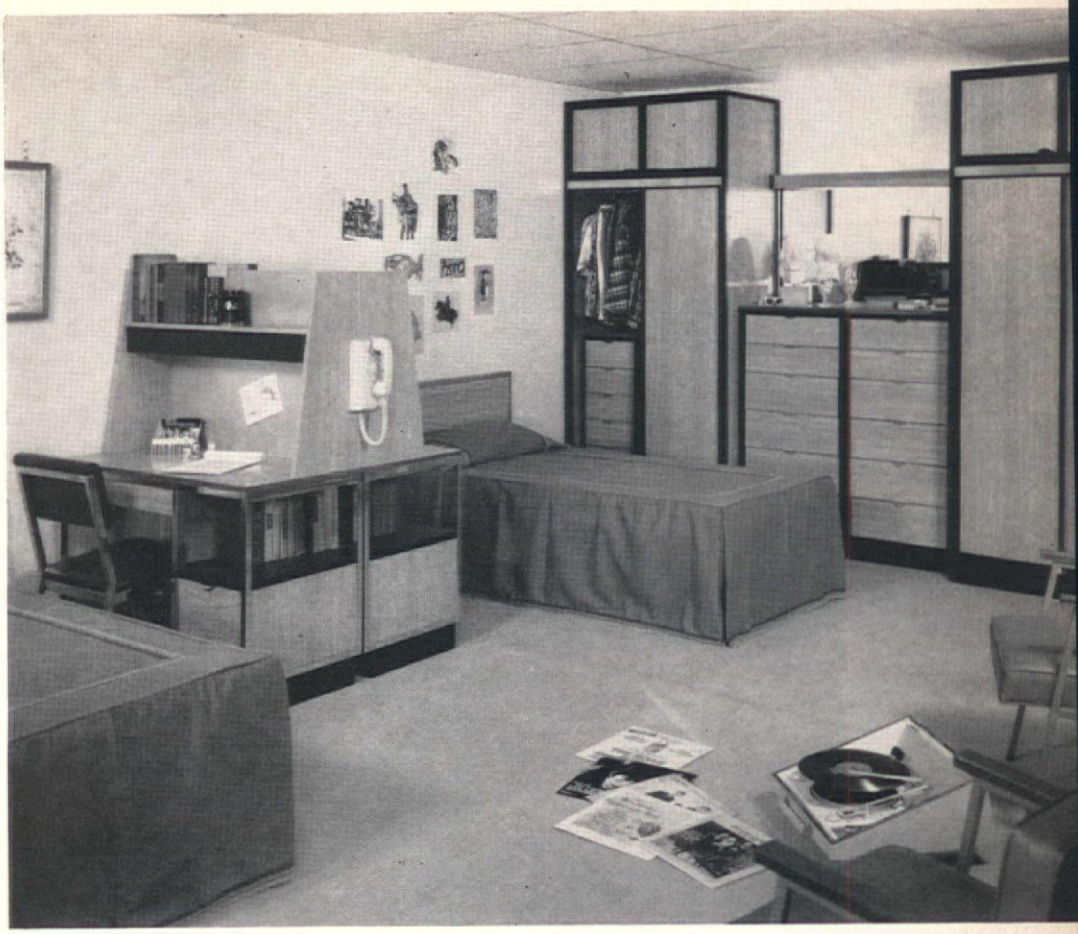
E *Astro tablet armchairs furnish the lecture hall at Wichita State University. The Astro series, by Fixtures Mfg. Co., has bookrack, foldaway arms. Circle No. 243.*

F *Fixtures' legless tables cut maintenance time considerably since chairs need not be removed for cleaning and then replaced. One set of legs joins chair and table. Circle No. 244.*

G *Declaration series, library furniture blends with both contemporary and traditional architecture. By Southern Desk Co., a division of Drexel Enterprises, the group is crafted of walnut, protected by lacquer top coatings. Installation is D. Hiden Ramsey Library, Biltmore College, Asheville, N. C. Circle No. 245.*

H *Specialized study carrel is also from Southern Desk's Declaration library group. Model provides private study for four in a 75-in. sq. area. Units can be used singly, in doubles, or clustered as shown. Circle No. 246.*

I *Built-in desk with single pedestal is part of several components in the Pace dorm line by Simmons. Desk has two box drawers, one file drawer with top of high-pressure melamine plastic laminate. Circle No. 247.*



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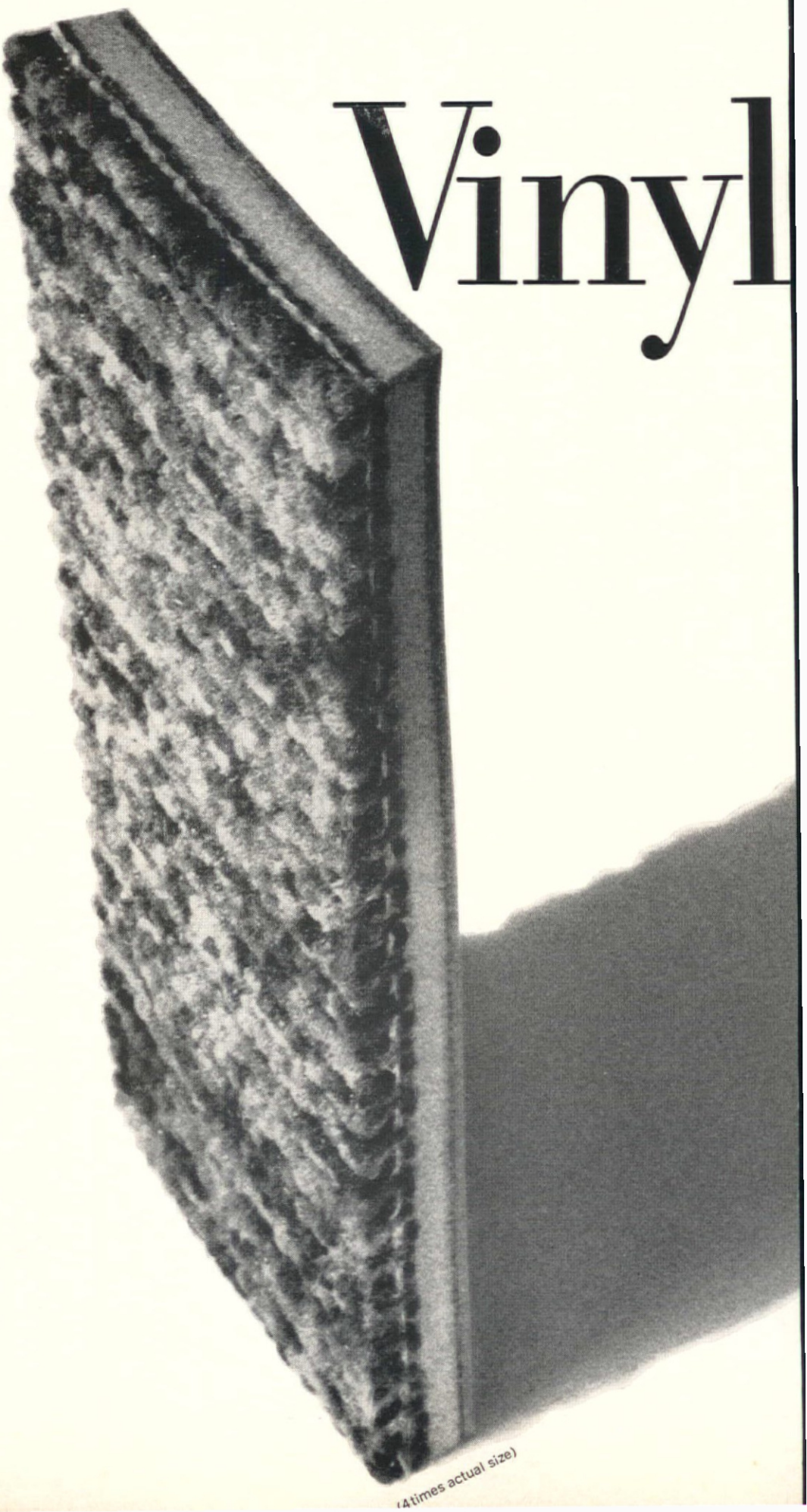
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Pile Vinyl



(4times actual size)

When we say we've created the best commercial floor covering, we know how to back it up.

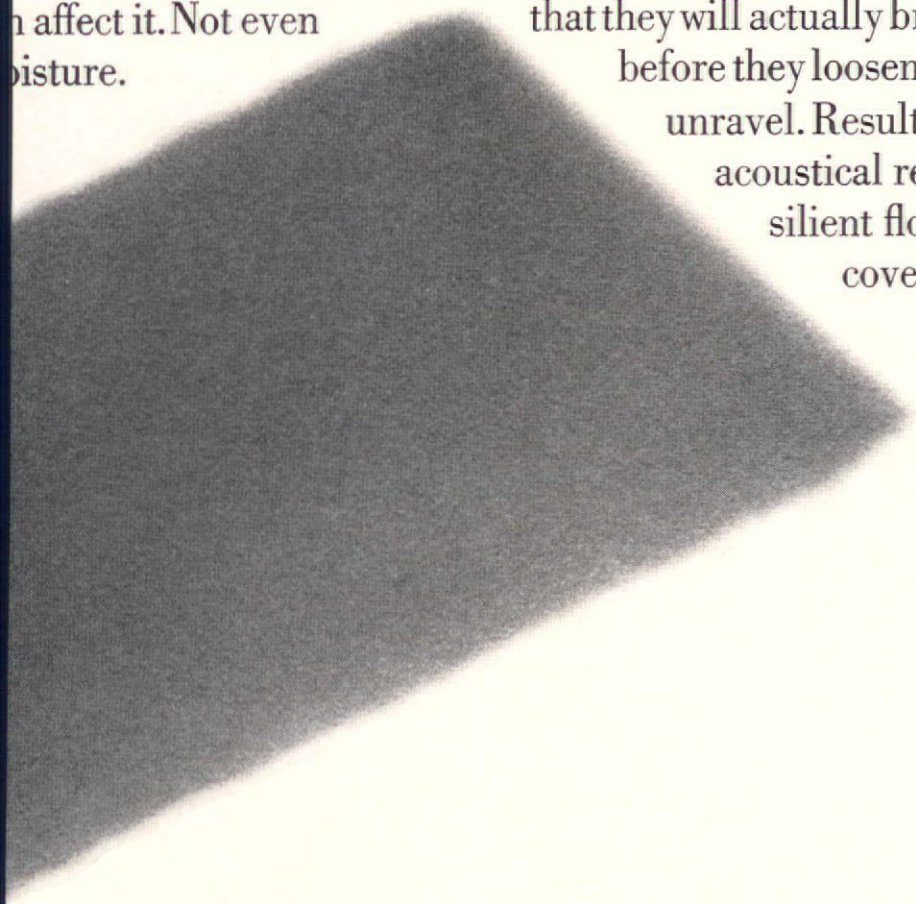
Vinyl.

That's what we back up r new Powerbond* floor vering with.

Why vinyl? For two sons.

First, to give you all the vantages of vinyl flooring thout the washing, wax-, etcetera disadvantages).

The advantages: Power-nd can be quickly and sily cemented directly to sub-floor. Permanently mented. Because nothing n affect it. Not even oisture.



Second, vinyl is the important ingredient in our unique Powerbond method of construction.

Powerbond is like a sandwich. For it combines four distinct layers of materials. A densely constructed surface pile, a polypropylene primary back, a pure vinyl pre-coat, and a secondary vinyl cushion backing.

This provides fantastic strength to the pile loops. It anchors them so securely that they will actually break before they loosen or unravel. Result: an acoustical resilient floor covering of unusual wearability.

The pile, made of 100% Caprolan® nylon, is something else too. There are 162,000 tufts per square yard. That's nearly three times as dense as the average commercial carpet.

This exceptional density, plus the fact the pile is low and cylindrical-shaped, makes our Powerbond a breeze to clean.

Low maintenance, with the comfort, long-wear and beauty of carpet, that's our Powerbond.

Now you know why we say it's the best commercial floor covering for hospitals, supermarkets, schools, offices, libraries, churches. Or any heavy traffic facilities.

But if you want more proof, mail the coupon below.

We'd like to back it up.

☐ Send more information on Powerbond.
☐ Send a swatch of Powerbond.

Name_____
Title_____
Organization_____
Address_____
City_____
State_____ Zip_____

COLLINS & AIKMAN
210 Madison Avenue, New York 10016
CONTRACT DIVISION

Circle No. 279 on product card facing P. 165

*TM of Collins & Aikman

Stendig Inc., 487 Park Avenue, New York City, 10022 Also Chicago, Cincinnati, Los Angeles and San Francis



Breuer is at Stendig.

CONTRACT PRODUCTS AND SERVICES

Tanier's Danish designs

Two talented architect-designers from Copenhagen—Preben Fabricius and Jorgen Kastholm—have created a superb series of office furniture for George Tanier Inc. Focus of the group is an ingeniously engineered conference table, consisting of pie-shaped sections, in teak, ash, walnut, or rosewood. From a central steel column, stainless steel members extend between the sections to the outer edges. With rectangular additions, the table can be elongated into an elliptical form. Around the table are high-backed conference chairs, each covered with a tailored leather skin that is easily removable.

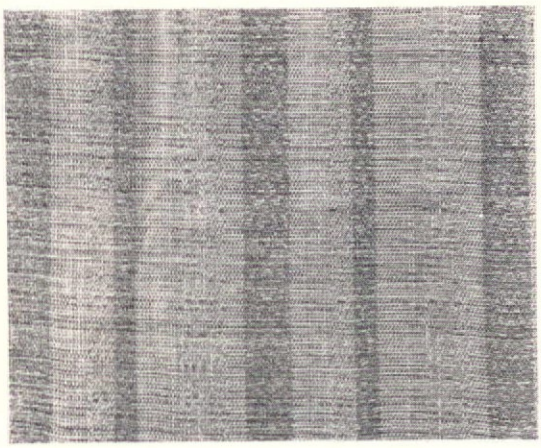
Circle No. 280 on product card facing P. 166



1967 collection by Maix

New all-wool casements in the 1967 Anton Maix collections combine fresh colors, patterns, and weaves geared expressly to huge window-wall expanses. Three of the casements, each representative of a complete line,







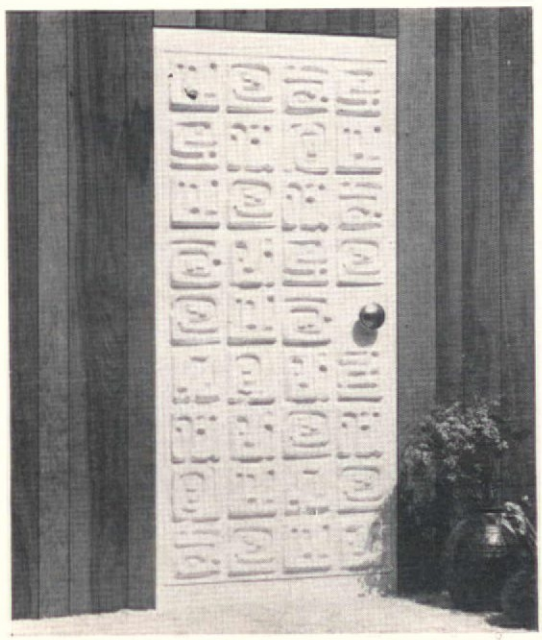
are (l. to r.): Jaimie, Brandyn, and Carvi. In 54-inch widths, all are preshrunk, dimensionally stable, and will not suffer appreciably from atmosphere deterioration. Also included in the Maix collections are upholsteries created to fuse with metals so prevalent in contract furnishings. One of the most striking is Bonnie Twill, in 4-ply staple yarns of 100 percent Marino wool, clipped from the luxuriantly full back of the sheep where strands are 6 to 7 inches long. Its natural oils preclude the necessity of fabric finishes.

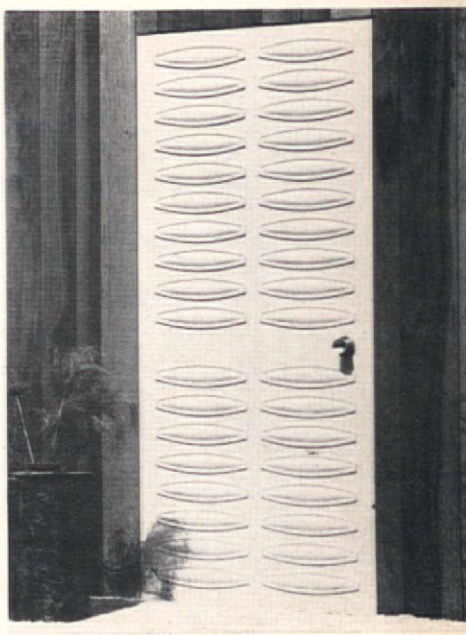
Circle No. 281 on product card facing P. 166

Sculptured doors

KX door panels, made of Kydex, are permanent in color and require no finishing. The surface, which resembles the texture of leather, will not soil, chip, check, or rust. Designed and produced by Forms & Surfaces, the doors are available in four different sculptured patterns and eight architectural colors. Shown are Venture (far right) and Decorum. KX doors have solid sound and feel because of its warp-free polyurethane foam insulating core molded to the sculptured surfaces.

Circle No. 282 on product card facing P. 166





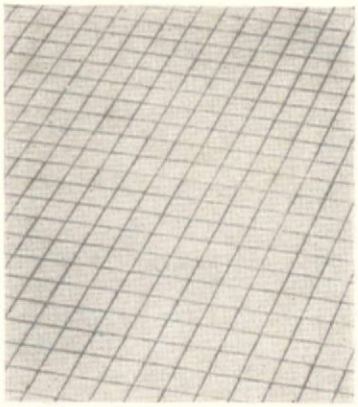
Circle No. 278 on product card facing P. 166

PRODUCTS & SERVICES

CONTINUED

Vinyl grouted ceramic tile

CermaLux, a unique vinyl-grouted ceramic mosaic floor tile, is being marketed by United States Ceramic Tile Co. The product is a sheet of 1-inch by 1-inch ceramic mosaic tiles permanently bonded together with a special vinyl joint that eliminates the usual

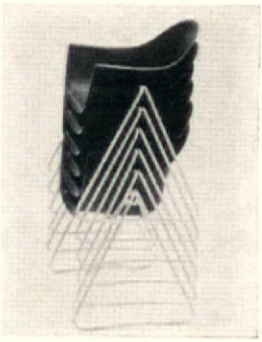


cement grout. The vinyl grout is gray and does not crack, chip, or powder out as cement grout often does. CermaLux can be installed in one of four ways—suing Portland cement mortar, dry-set mortar, CeramaLux adhesive or CeramaLux epoxy adhesive, in both wet and dry areas, on-grade, above-grade or below-grade.

Circle No. 332 on product card facing P. 166

Child's stack chair

A unique collection of contemporary design furnitur for the smaller child is being offered by Hank Loew enstein, Inc. Featured in the Kinder series is th



kinderschale child's stack chair which measures 17½ inches wide by 10 inches in diameter, 21½ inches in height, with a 12 inch seat height. The chair, available in red or blue polyether plastic, is virtually indestructible.

Circle No. 333 on product card facing P. 166

Bookcases, cabinets in free-standing partition

The Quik-Lok Office-Wall shelving from Aurora Steel Products is a flexible, functional enclosure concept which includes standard and sloping shelving space, desk size Textolite working surface, and storage cabinets with sliding doors, used to form individual office work areas. Installed quickly, it can be adjusted to dif-





A CONTEMPORARY CLASSIC in FUNCTIONAL DESK STYLING

Scerbo's specially built No. 49 Modular Unit is truly a Contemporary classic combining functional design and curvilinear beauty of form. It's a handsome executive desk with optional Return, providing ample drawer space and storage cabinet facilities. It's a roomy conference table, graciously contoured to invite comfort, ease and relaxation. Custom-crafted in rich, warm Walnut to blend in beautiful harmony with any office decor.

Catalog available upon request.

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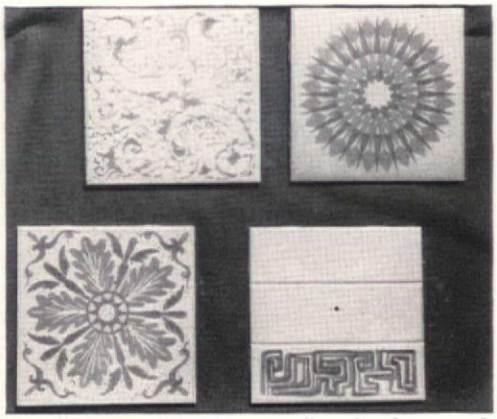
325 West Huron Street

ferent shapes and sizes, or moved from one area to another. Since it is a free-standing unit, no bolting to floors or walls is required.

Circle No. 334 on product card facing P. 166

Ceramic decorated tile designs

American Olean Tile Co. has introduced 11 new decorated ceramic tile designs ranging in design from Corinthian, a Mediterranean design, to Aztec, with a modern theme. The tiles are 4¼-inch square in



several color combinations, the background color matching, blending or contrasting with surrounding wall tile. The designs can be used on accent walls, as inserts in a tub alcove, or as border of a tiled wall area. The four designs in the photo are: Corinthian, Damask, Sunburst and Aztec.

Circle No. 283 on product card facing P. 166

Mirror stainless desk accessories

A new series of desk accessories in mirror finished solid stainless steel has been introduced by McDonald Products Corp. The new pieces in the 6800 line are



highly polished and accented by black interiors, and consist of a desk pad with black linoleum, open ash tray, double pen base, memo box, 90-day calendar, and single or double letter trays.

Circle No. 284 on product card facing P. 166

New colors for hardboard line

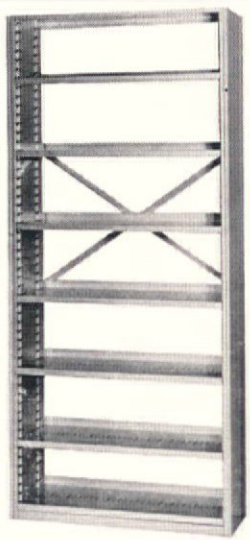
Five new colors have been added by Marlite Paneling to its line of plastic finished hardboard. The colors are beige and blossom pink hi-gloss panels; oyster white ceiling block; antique gold plank; twighlight blue in the designer color line.

Circle No. 285 on product card facing P. 166



ONLY
TENNSCO
OFFERS A COMPLETE
MATCHED LINE OF
FILES,
CABINETS
and
SHELVING





Put elegance and utility into office and commercial interiors. TENNSCO coordinated storage systems unify office decor and eliminate the "hodge-podge" look.

TENNSCO offers a complete line of lateral roll-out files and open shelf files. Stack-on sections increase storage capacity while maintaining the matched look.

Color-Keyed Cabinets by TENNSCO are color and design matched with the files. Choose any height from desk level to full length. For economical storage of office supplies and industrial stock select color-matched TENNSCO shelving. Eliminate clutter and save floor space with this complete storage system available only from TENNSCO.

Phosphatized baked-enamel gives a lasting, attractive finish. Rugged U-beam reinforcement and heavy gauge construction are standard features.

Write today for complete TENNSCO catalog or call your nearby TENNSCO dealer

TENNSCO CORPORATION, Dept. # 84, Dickson Tennessee 37055, A/C 615—446-8000

Circle No. 99 on product card facing P. 166

Circle No. 98 on product card facing P. 166

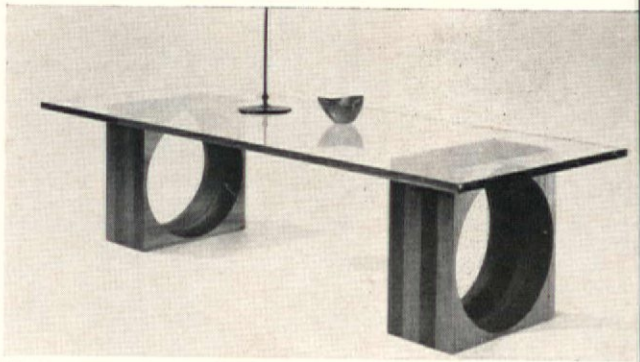
HELIKON
A point of view.
New designs: Octa series desks and tables.
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Helikon. 315 East 62 St, NY 10021

PRODUCTS & SERVICES

CONTINUED

Pivotal contemporary furniture

Carl Lendinara Furniture introduces Pivotal, a collection of contemporary furniture with an effective combination of material, form, and structure. The cross-laminated double block cocktail table with glass top has a whimsical air with its open rectangles permitting the play of light up, down, and around





the interior, The cross-laminated coffee and corner tables shown with criss-crossed bases and heavy glass tops achieve a variety of design. Most of the pieces are available in deep brown tones, natural red-brown, and some are available in a lacquer finish of white, black, red, green, blue, or yellow.

Circle No. 286 on product card facing P. 166

Mardi-Gras wall panels from Barclay

Barclay Manufacturing Co., Inc., has added two new panels, pink mardi-gras and blue mardi-gras, to its line of plastic finished hardboard panels. The panels feature golden serpentines and confetti super-imposed



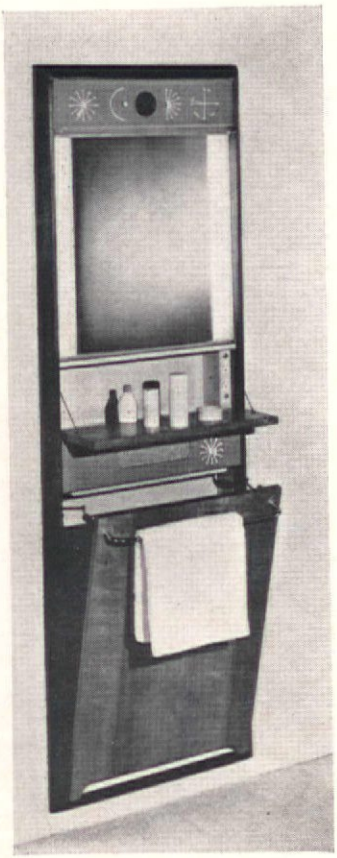
over a marbleized background of soft pink and light blue. The panels, which are ⅛-inch thick, are available in sizes four feet wide by four, five, six, and eight feet high, each color with a matching molding. They are steam, heat, stain, and grease resistant.

Circle No. 287 on product card facing P. 166

← Circle No. 100 on product card facing P. 166

Service module system

The modular built-in cabinet line, designed by George Nelson & Co. for the Howard Miller Clock Co. is winner of the AID Interior Designers 1967 Award in the contract category. It combines, in compact form, a variety of functions for the bath and dressing area.



A communication center, mirror and lighting panel, clothes dryer, storage area and towel bar, clock, radio, barometer, and indoor temperature gauge are included. The system can be built-in or wall-mounted in a variety of colors and finishes.

Circle No. 288 on product card facing P. 166

Three-seater with table

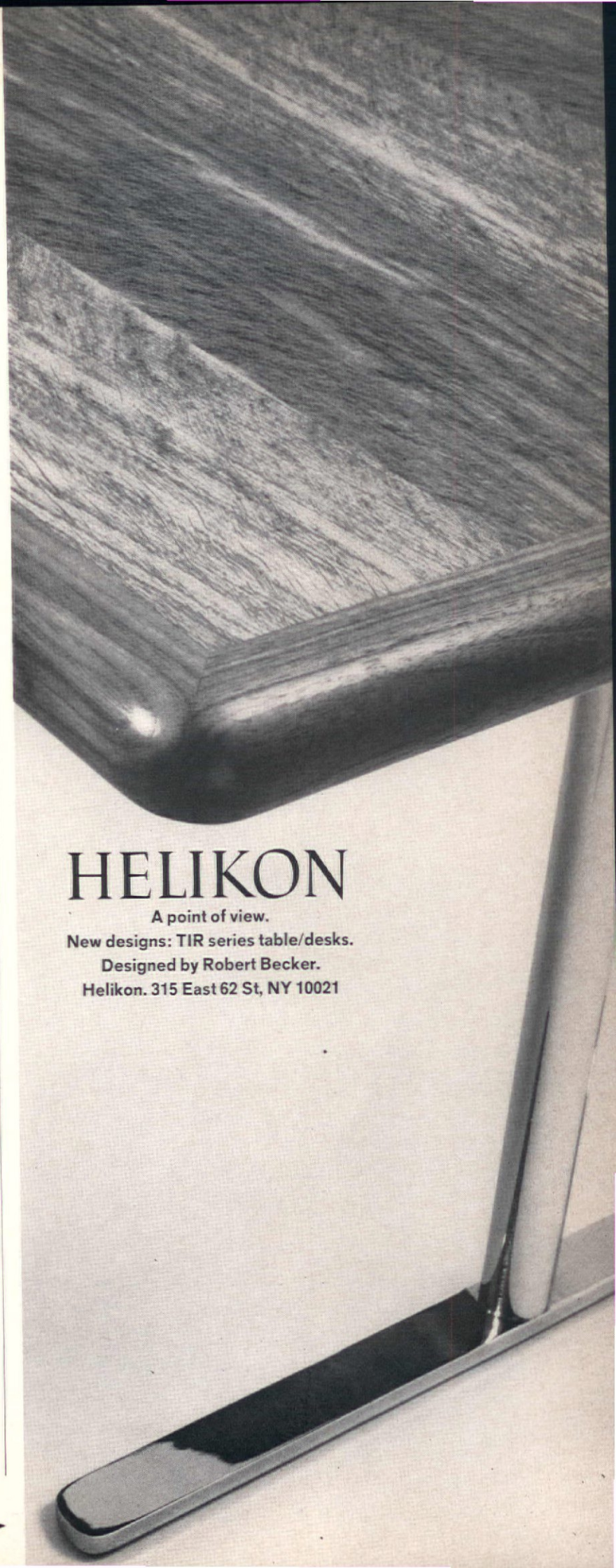
Among the new public area seating pieces by Directional Contract Furniture is a three-seater with table, mounted on a single walnut sled base. The soft look is emphasized by the semi-attached weltless seat and



back pillows and the rounded legs. Pieces are available in choice of three upholstery techniques, two types of solid walnut bases, and choice of armless, walnut arms, or upholstered arms.

Circle No. 289 on product card facing P. 166

Circle No. 101 on product card facing P. 166 →



NESSEN'S DIMMERS

New full range electronic dimming devices, and a new type of electronic switch, are introduced in several new NESSEN lamps.

The dimmers are the full range type: from "off" position to dimout to 100% brightness.

These electronic dimming devices offer several advantages; provide a wide range of lighting levels... use a standard one way bulb... increase bulb life by 5 to 6 times.

Write for brochure,

NESSEN LAMPS INC., 317 East 34th Street, New York City 10016

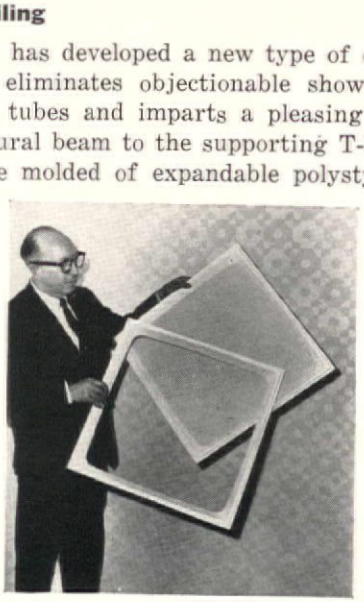


PRODUCTS & SERVICES

CONTINUE

Drop-in ceiling

Sololux Co. has developed a new type of drop-in cei ing which eliminates objectionable show-through o fluorescent tubes and imparts a pleasing appearanc of a structural beam to the supporting T-Bar grid. A foam frame molded of expandable polystyrene bead



from Dow Chemical is surfaced with 15 mil sheet vin yl which is heated to softening temperature and po sitioned on the foam frame. The vinyl becomes per manently adhered to the expandable polystyrene and the inner frame is nested with a vinyl outer panel t complete the unit.

Circle No. 290 on product card facing P. 166

ceiling BEAMS ceiling B
BEAMS lightweight BEA
woodhewn BEAMS wood
BEAMS ceiling BEAMS
sixteen foot BEAMS ceil
BEAMS woodhewn BE
lightweight BEAMS ligh

A new durable material that produces a beautifully detailed replica of a 6"x 8"x16' wood-hewn ceiling beam that weighs 18 lbs. and installs in minutes.

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Write for sample and further information on your business letterhead.

← Circle No. 102 on product card facing P. 166

Handprints from Imperial Wallpaper

Imperial Wallpaper Mill, Inc., is marketing a new collection of handprints which includes bold flocks and foils, brilliant damasks and designs. The Regence col-



lection includes Toile (shown) an adaptation of old linens of the 18th century which provides a perfect setting for French Provincial decor. Simplicity and good taste are the keynotes of the prints, all of which are completely washable.

Circle No. 291 on product card facing P. 166

Special adhesive for outdoor carpets

Roberts Consolidated Industries, Inc., is marketing a carpet adhesive and special two-face tapes for use on installing outdoor-indoor carpets. The adhesive is made by the company's floor covering division.

Circle No. 328 on product card facing P. 166

Circle No. 103 on product card facing P. 166

Brite Lite Lamps

EARLY AMERICAN • COLONIAL • PROVINCIAL • MEDITERRANEAN • VICTORIAN • TRADITIONAL



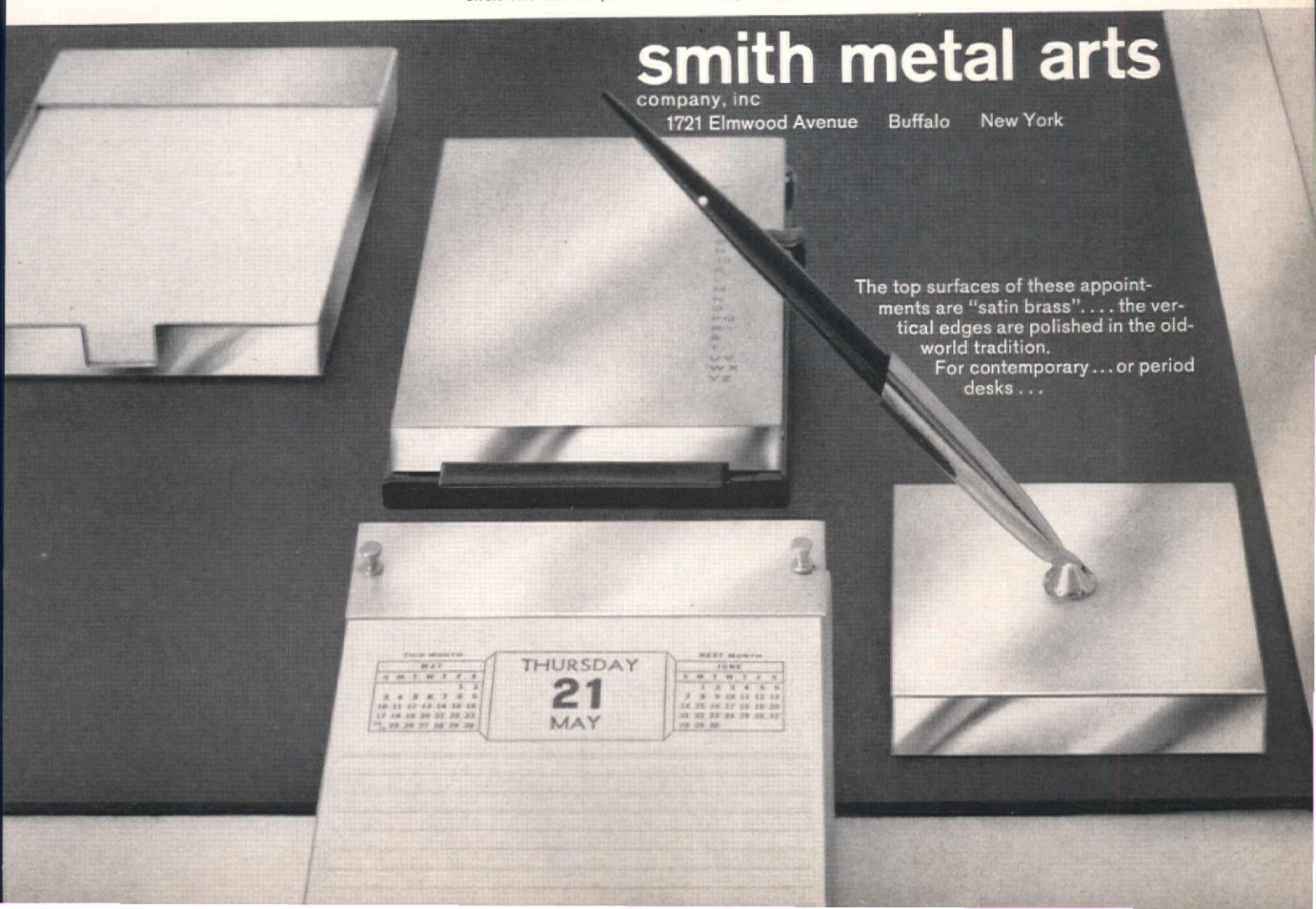
Write For Catalog Showing Complete Line Of Fixtures, Table And Floor Lamps And Wall Lamps.

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Circle No. 104 on product card facing P. 166

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company, inc
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The top surfaces of these appointments are "satin brass".... the vertical edges are polished in the old-world tradition.
For contemporary... or period desks...



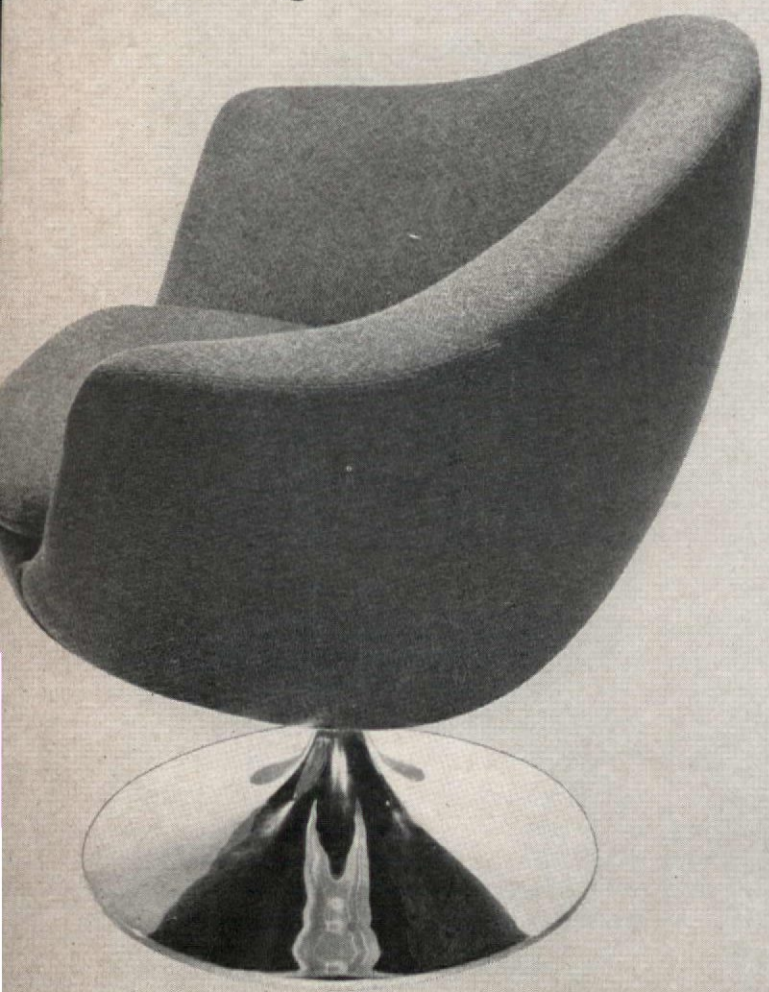
THE BALLOON



Comfort with eye-pleasing form and proportion is provided by this fine three dimensional design for multi-purpose seating.

Available with four different standard bases.

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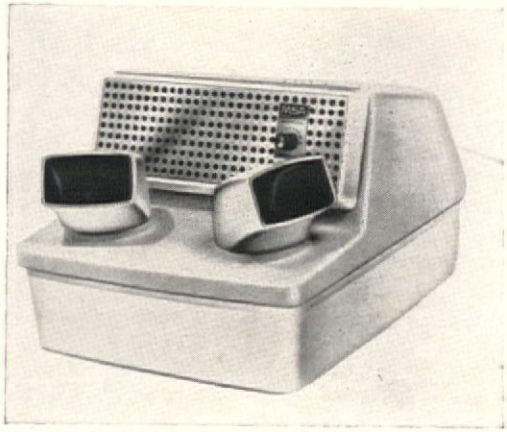
scandix
DESIGNS, INC.

PRODUCTS & SERVICES

CONTINUED

Easy-to-clean humidifiers

Mine Safety Appliances Co. introduces two humidifiers designed for hospital and convalescent homes. The model 610 (shown), is equipped with tracheotomy adapter and plastic hose which attaches to a standard disposable tracheotomy cuff. It can be used to simultaneously humidify a cuffed tracheotomy patient and an uncuffed patient. Also included is a disposable



high efficiency filter for individuals requiring dust and pollen-free air. Humidifiers have a 3000 RPM AC brushless motor requiring less than one amp, at 115 volts, 60 cycle. Tank holds one gallon and output is approximately three gallons every 24 hours. A stainless steel spring clip snaps out to release the pump for cleaning. All major parts are made of high impact plastic, eliminating rust.

Circle No. 292 on product card facing P. 166

Reserve seating folding chairs

Clarin Manufacturing Co's reserve seating chairs provide offices with the convenience and portability of a folding chair plus the attractiveness of fine office chairs. Chairs are designed with pitch of seat and backs posturally correct to support the body comfort-



ably. They are available with up to four-inch thick foam seats in plush vinyl and nylon upholstery in a wide selection of colors. Tablet arm locks firmly into writing position and glides silently down and out of the way when not in use to permit easy entry to chair.

Circle No. 293 on product card facing P. 166

← Circle No. 105 on product card facing P. 166

Executive posture chair

A combination of mirror chrome base, vinyl covered frame, gros point seat and back cushions form the well-designed executive posture chair from Myrtle

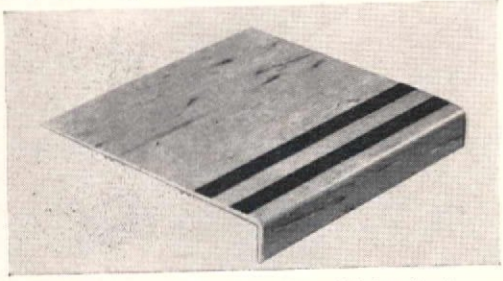


Desk Co. seating division. Chair is available with an alternate base of genuine walnut exposed wood and a choice of 250 covers. Pincore foam rubber seat, foam rubber arm, polydacron wrap back add comfort.

Circle No. 294 on product card facing P. 166

Service weight stair treads

Service weight safe-t-grip, a new rubber stair tread, has been introduced into the Johnsonite line of flooring accessories by Johnson Rubber Co.'s flooring ac-



cessories division. The tread, which features grit strips for added safety, is designed for installations not requiring heavy duty treads. The tread is available with square or round nosing in seven marblelized colors in standard sizes from 24 to 72 inch lengths.

Circle No. 295 on product card facing P. 166

New strippable wallcovering

Fiesta is a four-panel scenic from a new collection by Piedmont Papers hand printed on I-Peal strippable wallcovering. All panels of the bright scene are completely interchangeable. The wallcovering is a unique



blend of cellulose fibers, latex, and Avisco rayon, and it is easy to apply. The entire strip can be removed while still wet and rehung if a mistake is made. I-Peal can be easily stripped from the wall without steaming or scraping, even after years of use.

Circle No. 296 on product card facing P. 166

Circle No. 106 on product card facing P. 166 ➔

well stacked!

The new Stacking Chair Series by Scandix . . . Exceptionally striking as a single chair, will stack perfectly without contacting upholstery. Gleaming mirror-polish frame. With upholstered or laminated plastic seat and back. Ganging clamps for lateral assembly available. List price: $48.00

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WE FORGOT ABOUT

"Planned Obsolescence"

AND CREATED TOO DURABLE A PRODUCT

NOW WE'RE IN A FIX!

When we sell someone our all-season, outdoor furniture, they don't come back for ages. They just keep using that same furniture, year after year after year... all through the summer and all through the winter. We can't even repaint and restrap it for them (we make our furniture maintenance-proof as well as weather-proof).

We have a problem. If we're going to continue making the finest quality fiberglass and fiberglass/vinyl sun lounges, we just have to keep finding new customers.



So if you're planning to weatherproof your pool and patio areas (and you really should), contact duCor. You won't be sorry.



WE DESERVE YOUR BUSINESS
BECAUSE WE'VE CREATED A SUPERIOR PRODUCT
(maybe too superior)

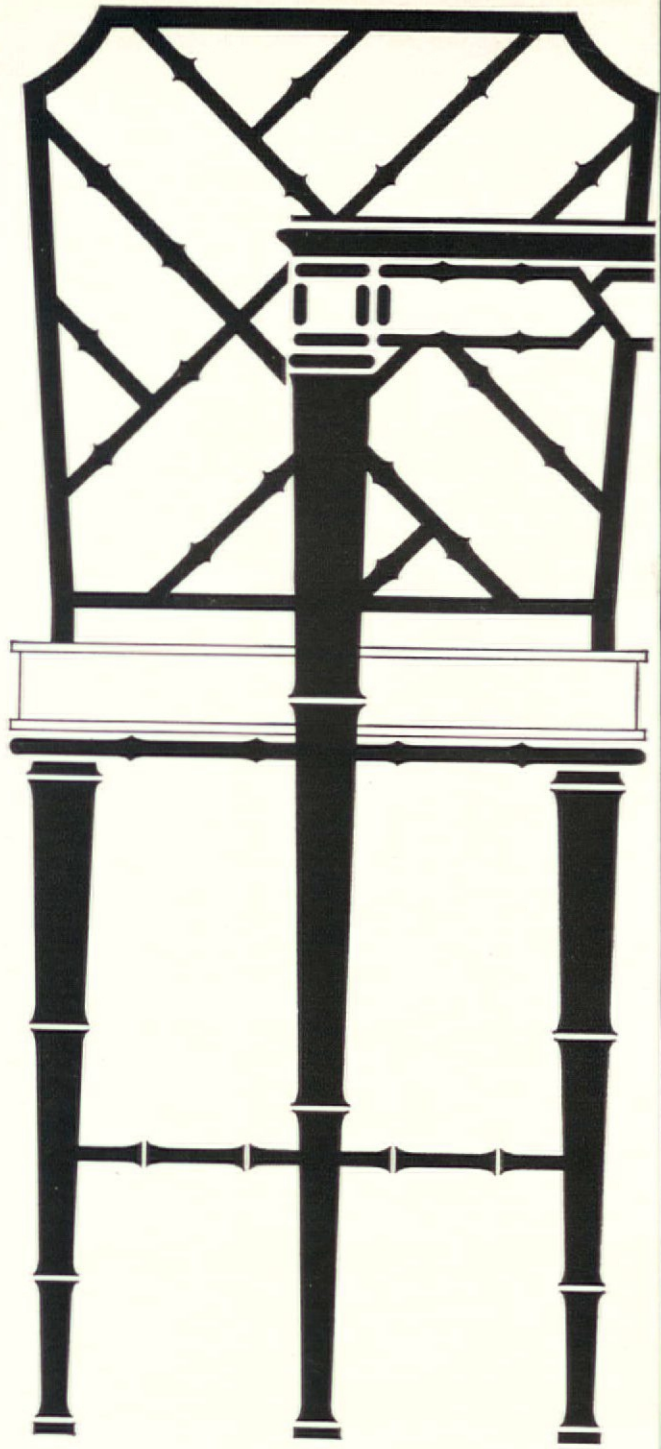
Write for the full color catalog showing the complete line of duCor outdoor furniture.

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Circle No. 107 on product card facing P. 166



Calcutta... a tropically hot new line from Brown-Jordan. Designed by Hall Bradley. Not inexpensive—but a very good investment. Rain-proof, kick-proof triple-baked finishes on fine-cast aluminum; hand smoothed. Finish colors and fabrics of your choice. We give special attention to contract Custom Orders—and delivery requirements. Brown-Jordan contract furniture is shipped from El Monte, California and Newport, Arkansas; and can be seen at these showrooms: LOS ANGELES - 101 South Robertson Blvd.; SAN FRANCISCO - Damron - Kaufmann, Inc., 440 Jackson Square; CHICAGO - The Merchandise Mart, Space 11-112A; DALLAS - 480 Decorative Center; MIAMI - 131 N.E. 40th Street; ATLANTA - Paul Raulet, Atlanta Decorative Arts Center, 351 Peachtree Hills Avenue N. E.; PHOENIX - Linn Ledford, 777 Camelback E.; WASHINGTON, D.C. - Peggy Steininger, 2922 M Street N.W.

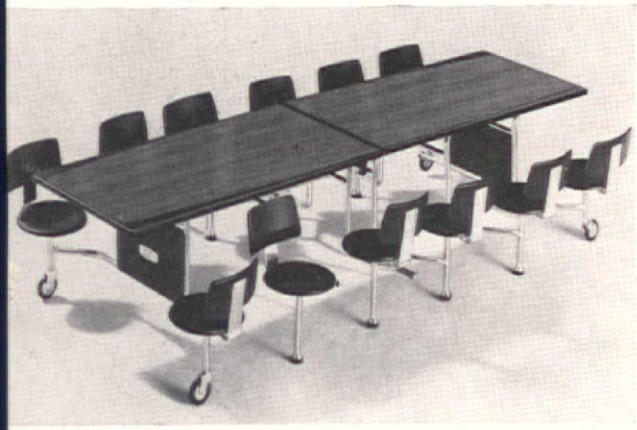
Brown-Jordan

Circle No. 108 on product card facing P. 166

PRODUCTS & SERVICES CONTINUED

Folding table-chair combination

Sico Inc. is introducing executive suite elegance to industry, institutions, and schools with its Project Solid 70 folding table-chair combination. It combines individual controlled seating with easy mobility and gives up to 33 percent more individual seating than



conventional tables and chairs in the same floor space. Seats swivel 360 degrees and are comfort-cushioned for all levels. A rich simulated dark-wood grain top of Melamine plastic is featured with no banded edges to trap dirt, grease and food particles. Scientifically contoured back supports improve comfort.

Circle No. 297 on product card facing P. 166

Circle No. 109 on product card facing P. 166

Marble Pedestal In Parquet Travertine



#2236, square pedestal,
12" x 12" x 36"

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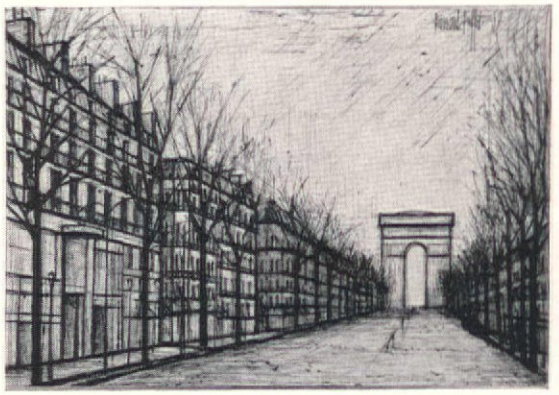
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Hand coloured print—velvet mat—silver leaf frame—31" x 43"



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Silk screen on linen—Lurcat—48" x 70"

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Circle No. 110 on product card facing P. 166



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Handsomely sculptured in rust-proof, solid aluminum,
with Uni-Frame® construction for indoor beauty
and outdoor durability. Finishes and fabrics
available in a variety of decorator colors.
Write for color brochure on the complete line.

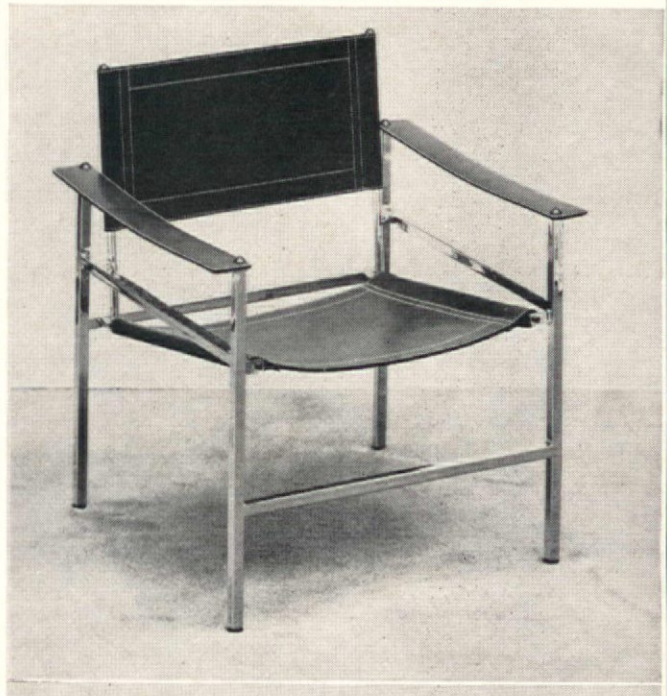
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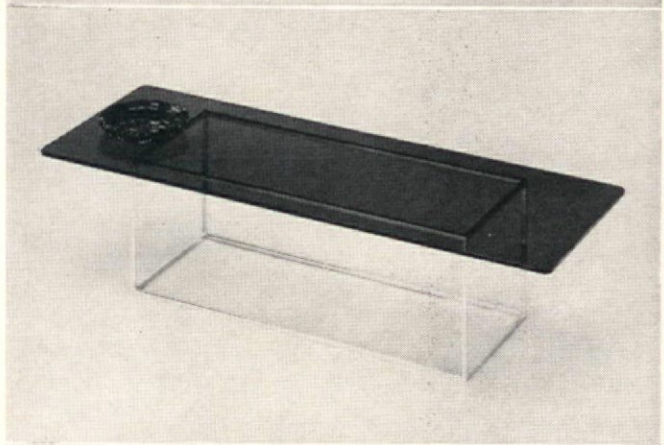
SCROLL, INC., 800 N.W. 166th STREET, MIAMI, FLORIDA 33164
A SUBSIDIARY OF KELLER INDUSTRIES INC., MIAMI FLORIDA

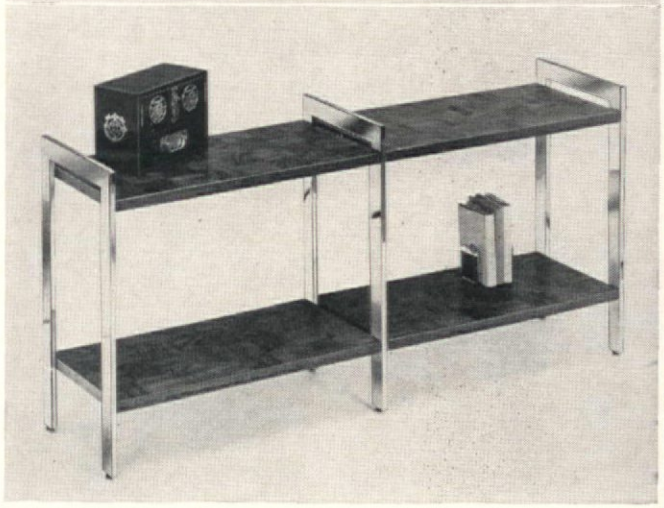
NEW YORK, Scroll, Inc., The Decoration and Design Building/**CHICAGO,** Scroll, Inc., Merchandise Mart/**LOS ANGELES,** Clark & Burchfield, Inc. **OTHER SHOWROOMS:** BALTIMORE, Royal Furniture Co./ CINCINNATI, Decorator's Furniture Showrooms, Inc./CLEVELAND, Tom Sinks Furniture Co./DALLAS, Hersman & Co./DENVER, Furniture Galleries/GRAND RAPIDS, Wolverine Show Rooms/INDIANAPOLIS, Murray Showrooms, Inc./MIAMI, Decorator's Showroom/NASHVILLE, Percy Cohen Furniture/PHILADELPHIA, Furniture Industries Mart, Inc./PITTSBURGH, Marforth Showrooms, Inc./SAN FRANCISCO, McCune Showroom/SYRACUSE, Penfield Manufacturing Co./WASHINGTON, D.C., Decorator's Showroom

Circle No. 111 on product card facing P. 166

TRI-MARK DESIGNS







SELECTION: A complete line of cocktail, lamp, end, dining and conference tables. Also chairs, benches and accessories. Choice of 5 metal finishes!

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Showrooms: New York (145 E. 57th St.), Chicago, Atlanta, Philadelphia, Boston, Dallas, Los Angeles, San Francisco.

Circle No. 112 on product card facing P. 166

PRODUCTS & SERVICES

CONTINUED

Display panels

Hook N' Loop display panels from Charles Mayer Studios, Inc. will hold any object if it is popped to the panel. Display objects are held by adhesive backed



hook tape applied to the back of the object. The hooks of the tape interlock with nylon loops of the fabric on the board. The panels and display boards are available in 14 colors in custom designs or stock models.

Circle No. 298 on product card facing P. 166

New multi-purpose chair

A versatile new chair from The Sturgis Co. is designed for use in dormitories, hospitals, game rooms, cafeterias, and restaurants. Available with polished brushed chrome steel or enameled frames, with a wash-



able and stain-resistant vinyl covered foam seat and back, the Model 277 chair harmonizes with many designs because of its simple lines. The chair is 31¾ inches high, and the seat is 16¼ inches wide.

Circle No. 299 on product card facing P. 166

New Cohyde vinyl wallcovering

Litchfield, the latest Cohyde vinyl wallcovering from Interchemical Corp. coated fabrics division, reflects the rugged, hand-woven look of early American colonial fabrics. The pattern duplicates the company's Coarse Linen upholstery pattern. Available in 20 colors, the fabric cleans easily with a damp cloth.

Circle No. 300 on product card facing P. 166

To some people, a chair is just something to SIT ON.



TO US, THAT'S ONLY HALF THE STORY.

A chair has more than just four legs, a seat and a back. It has to be functional. It has to stand up to hard use and sometimes to a lot of careless abuse. It's got to be all that and good looking too. Handsome by itself and above all, styled to match your surrounding decor.

What more could you want, except maybe a copy of our new 104 page catalog? It's available on request, to the contract trade only.

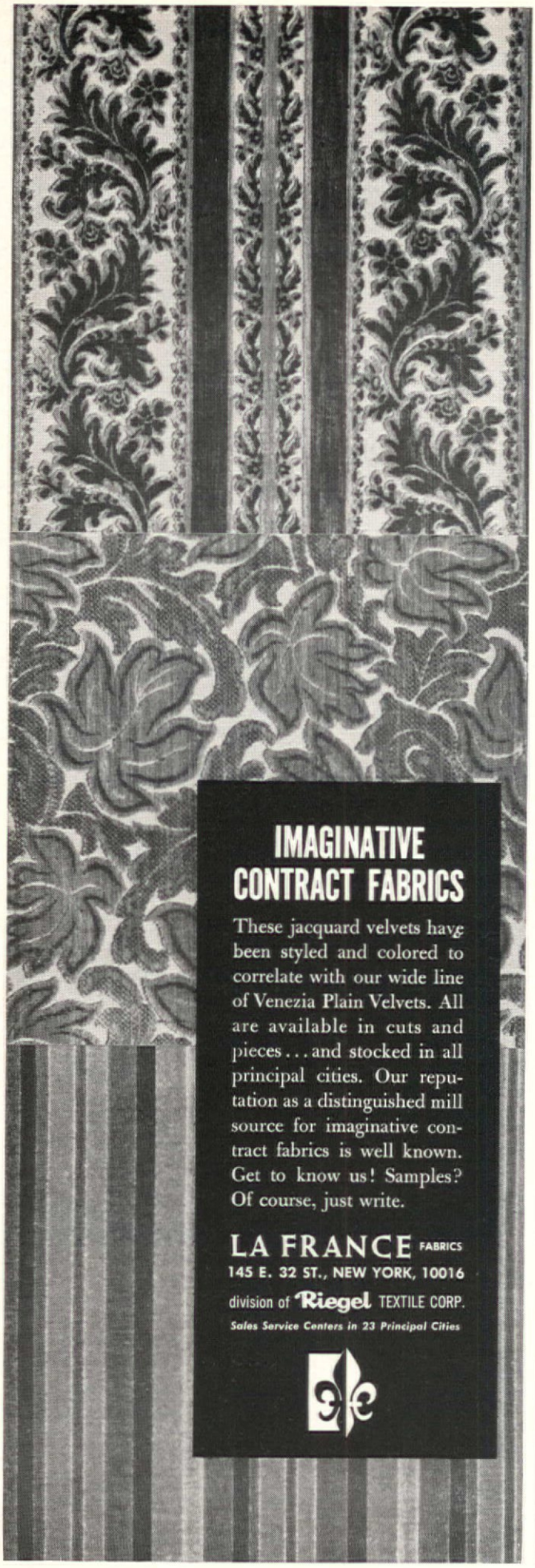
Now, it's tough enough making one chair with that kind of high quality and performance. But you'll find over 400 of them in our catalog, not to mention two of our newest models you see before you. You can order from our standard line or give us your speficications for your own custom design. Either way, you're assured of **competitive prices** and **reliable delivery.** After all, we've been **the** specialist in public seating for over 40 years.



#458 SP-1-STB #1582-FFS

EMPIRE STATE CHAIR COMPANY, INC.
Showroom & Offices: Fine Arts Building
232 East 59th St., New York, N.Y. 10022
Factory: Haverstraw, N.Y.

Circle No. 113 on product card facing P. 166



IMAGINATIVE CONTRACT FABRICS

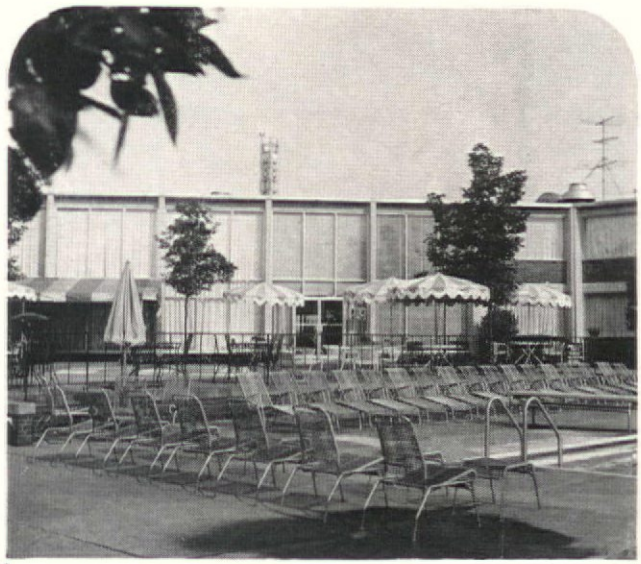
These jacquard velvets have been styled and colored to correlate with our wide line of Venezia Plain Velvets. All are available in cuts and pieces . . . and stocked in all principal cities. Our reputation as a distinguished mill source for imaginative contract fabrics is well known. Get to know us! Samples? Of course, just write.

LA FRANCE FABRICS
145 E. 32 ST., NEW YORK, 10016
division of **Riegel** TEXTILE CORP.
Sales Service Centers in 23 Principal Cities

Circle No. 114 on product card facing P. 166

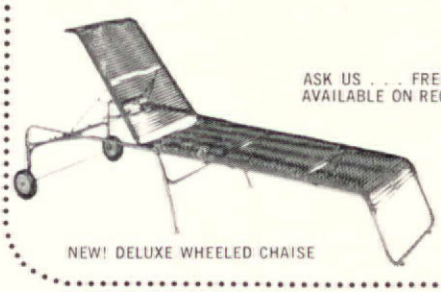
"... after two full years at hard use I'm now convinced it's almost indestructible!"

from a letter by HENRY W. FISHER, General Manager
Hopkins Hotel
Cleveland, Ohio



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That's a sample of the "talk" going around about SurfLine Casual Furniture. It's the kind of talk we like because it's true. Ten years from now it will still be true because SurfLine Casual Furniture is built for lasting beauty and comfort. Maintenance free nickel Stainless Steel and virgin PVC cord make the difference. SurfLine **is** different . . . it's ageless . . . stays young for years to come.



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SurfLine®

NICKEL STAINLESS STEEL CASUAL FURNITURE

by WALL TUBE AND METAL PRODUCTS CO.
NEWPORT, TENNESSEE 37820

Circle No. 115 on product card facing P. 166

PRODUCTS & SERVICES

CONTINUED

Flat wall partitions from Hough

New operable flat wall partitions by Hough Mfg. Corp. feature removable panel faces which can be changed after the units have been installed, and acoustical certification from NSSEA. The partitions consist of individual panels in 4-foot widths, hinged



in pairs and operated on an overhead track. Special mechanical seals expand to the ceiling and floor, forming a tight acoustical seal and a rigid wall. The seals are retractable, and no floor track is required. Series 8510 has received a class "E" certification from NSSEA, which covers the range from STC 38 to STC 42. Series 8530 achieved an STC 43 rating.

Circle No. 301 on product card facing P. 166

Contemporary 2 collection

Taylor Chair Co.'s Contemporary 2 collection features reception room furniture, and desk and guest chairs



for the young executive. Selections are walnut, finished in oil or lacquer. Upholstery is Taylor's scotch-hide vinyl, scotch-fab stock fabric or leather.

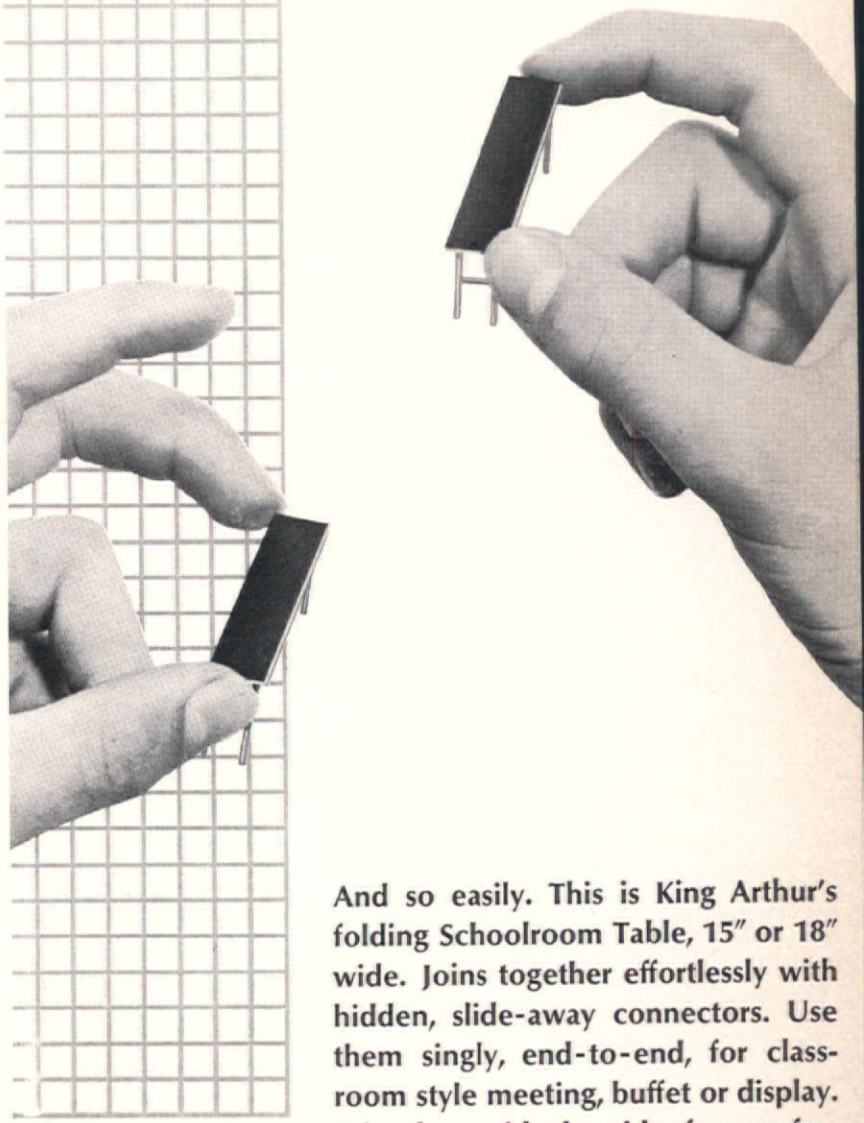
Circle No. 302 on product card facing P. 166

Blackout insulated drapery lining

Roc-nite blackout insulated lining, a drapery lining that is dry-cleanable by any method, is being introduced by Rockland Industries, Inc. The lining, which is completely washable, is recommended wherever complete light control is necessary. It is made of 100 percent cotton and is shrinkage controlled.

Circle No. 303 on product card facing P. 166

THIS TABLE
serves many different functions



And so easily. This is King Arthur's folding Schoolroom Table, 15″ or 18″ wide. Joins together effortlessly with hidden, slide-away connectors. Use them singly, end-to-end, for classroom style meeting, buffet or display. Join them side-by-side for conference, banquet or training seminar. Then fold them, stack them and store them in very small space. Part of the

King ARTHUR®

line of specialized Contract Furniture. Send for our catalog 106 and "Guide to Function-Room Furniture". Consult us for special problems, too. We'll be glad to work with you according to your needs and specifications.

INSTITUTIONAL PRODUCTS, INC.

"I" & Venango Streets, Philadelphia, Penna. 19134

manufacturers of specialized contract and function room furniture.

Circle No. 116 on product card facing P. 166 →

Wunda Weve carpets are

born tough!

Wunda Weve took extra pains to create commercial carpets with *everything* an institution needs.

They're here. And they're tough!



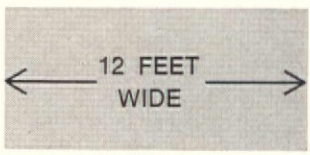
So dish it out. Wunda Weve commercial carpets are made to take it—the scuffle and shuffle of school children. The pounding of heavy traffic. Mud, snow, sand—you name it.



And pour it on. Wunda Weve carpets are made to clean quickly—just for the liquids and foodstuffs that spot and spill in cafeterias, hospitals, clubs . . . everywhere.



Put the colors to the test. Wunda Weve's fashion-rich colors were created to last! The carpet born tough, that's Wunda Weve. Tough and big —up to 12′ wide—to eliminate



seams, to look better and wear better. Little wonder the extra-strong, extra-thick pile and jute or high-density foam backing promise less wrinkling, shedding, balding or restretching.

Get tough!
Get Wunda Weve!

See us in "SWEET'S"— 11L Wu

WUNDA WEVE Carpet Company
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P. O. Box 167 • Greenville, South Carolina 29602

Please have Wunda Weve carpet consultant call on me with the Wunda Weve library of specifier kits.

NAME_____

FIRM_____ TITLE_____

ADDRESS_____

CITY_____ STATE_____ ZIP_____

Circle No. 117 on product card facing P. 166

PRODUCTS & SERVICES

CONTINUED

Stick shift typing stand

The Maso No. 7075 decorator deluxe heavy duty roll-about typewriter and business machine stand from Interstate Industries features unique stick shift elevator mechanism. Stick-shift lever is shifted to provide "4-on-the-floor" firm footing of the stand or to release stand instantly for easy rolling anywhere.



The roll-about has soundproof insulation, a built-in modesty shield, and walnut textured laminate top that fits the right- or left-hand top area. Top size is 34 by 20 inches deep, 26 inches high. Stand is available in oyster beige or black with square chrome legs.

Circle No. 304 on product card facing P. 166



and away they go . . . forever



Away goes the cost and maintenance of pads . . . here at last is Care-Free poolside comfort . . . Tidewater Red Cypress, richly stained in colors and wood grains, and heavy duty 1½" vinyl strapping, team-up to provide outdoor furniture for lasting beauty . . .

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Circle No. 118 on product card facing P. 166

Circle No. 119 on product card facing P. 166

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Conference Room Folding Tables
Square tubular legs. Softly textured plastic wood grained top with matching edge.

Folding Tables, Chalk Boards, Bulletin Boards, Easels, Revolving Boards, Chair Trucks, Table Trucks, Band Stands, Portable Stages, Choral Stands.

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AMTAB MANUFACTURING

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Circle No. 120 on product card facing P. 166

HK

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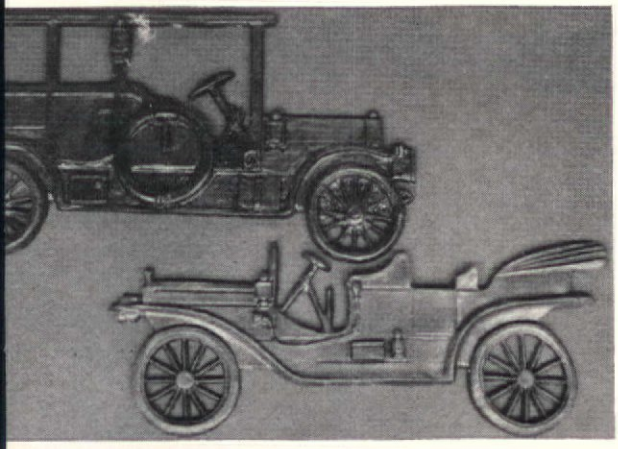
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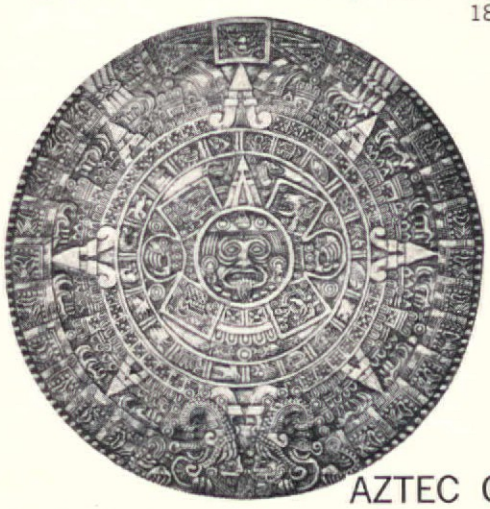


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St. George Shield 18" x 27"



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Circle No. 121 on product card







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Circle No. 122 on product card

PRODUCTS & SERVICES

CONTINUED

Polyester resin covered table tops

Marble or mother-of-pearl imbedded in a protective polyester resin are the tops featured on Lusterock International, Inc. tables. The tops will not crack or chip, and are resistant to stains, burns, and mars. Coffee and end tables are available in 36-inch and 25-inch round and 24-inch by 48-inch, 18-inch by 40-

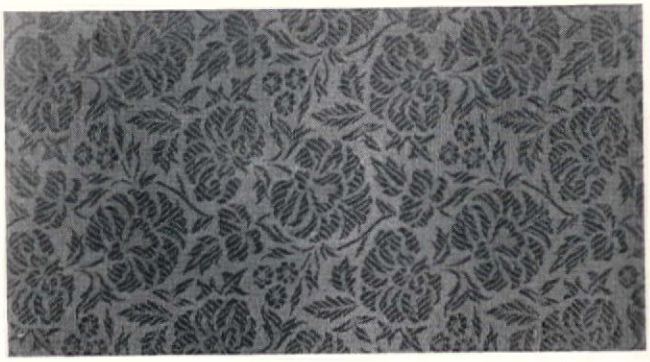


inch, and 16-inch by 28-inch rectangles, in Italian Botticino and green marble, and regular and white mother-of-pearl. Shown is a French Provincial end table with white mother-of-pearl top. Also available are Italian Provincial, Early American, and contemporary styles.

Circle No. 305 on product card

Insulated self-lined draperies

The new spring collection of Roc-lon insulated, self-lined draperies feature the most diversified styling ever offered, including antique satins, nubby boucles,



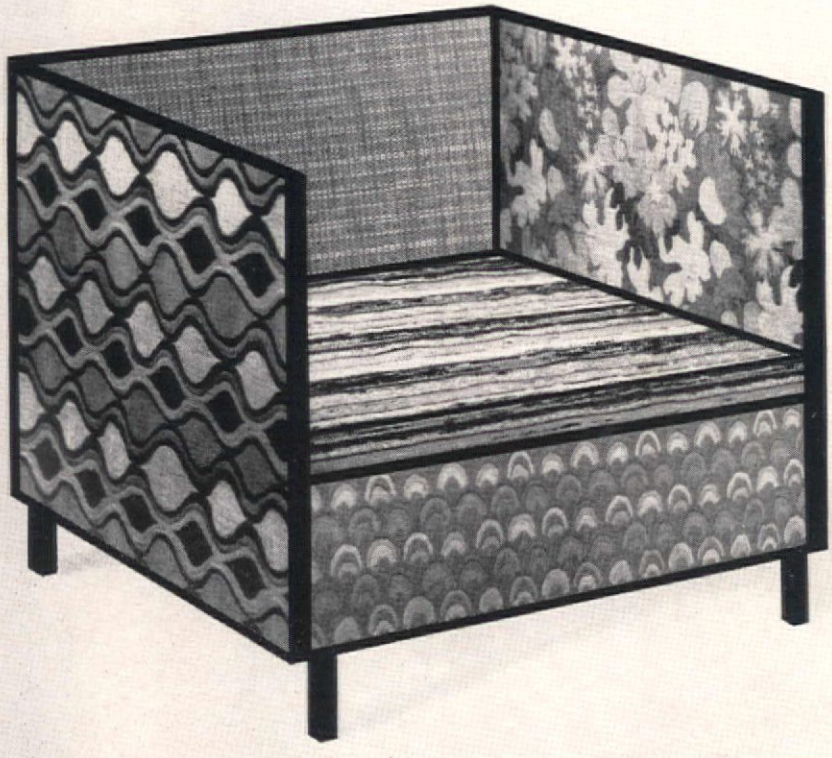
tone-on-tone textured weaves, plain challis, formal damask, and a group of modern and traditional prints. The fabrics combine Roc-lon's all-weather insulation and stain resistance. Shown is a small-scale jacquard, of 72 percent rayon, 28 percent acetate.

Circle No. 306 on product card

Oak grained plastic laminate

Medici Oak, inrtoduced by Pionite Lifetime Laminates, illustrates the interestingly lined and feathered effect characteristic of hand-hewn oak in cabinetry and paneling. Its weathered brown tones are equally in place in formal and casual settings, particularly in Mediterranean and English Manor styles.

Circle No. 331 on product card



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CONTEMPORARY
FLAIR

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Circle No. 123 on product card

Circle No. 124 on product card facing P. 166



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Circle No. 125 on product card facing P. 166

PRODUCTS & SERVICES

Multi-purpose folding tables

The Designer series, a full line of folding leg and pedestal tables for multi-purpose use in schools, hotels, restaurants, resorts, libraries and hospitals is currently being marketed by the Mobile Products Division, Hamilton Mfg. Co. Characterized by clean, contemporary styling, and available in suede walnut tops or a choice of Formica patterns on special order, the Designer line includes 18 sizes of folding tables



from 20 inches by 72 inches to 42 inches by 120 inches, three sizes of boat-shaped conference tables, three sizes of rectangular conference tables, two oval tables, and two round models. Featured is a single, synchronous action to simplify one-hand folding, and a steel framed understructure which is entirely self-supporting. Legs are square, chrome-finished tubing and tops are self-edged, 1¼-inch thickness.

Circle No. 307 on product card facing P. 166

Scandinavian seating piece

Dux Inc. introduces a distinctive modern seating piece which is part of its Scandinavian collection. Tight upholstery sets off the shapely silhouette of the



form-fitting chair. Designed by Alf Svensson, the chair swivels on a four-legged aluminum base. Attached foam-cushioned armrests and head cushion provide extra comfort.

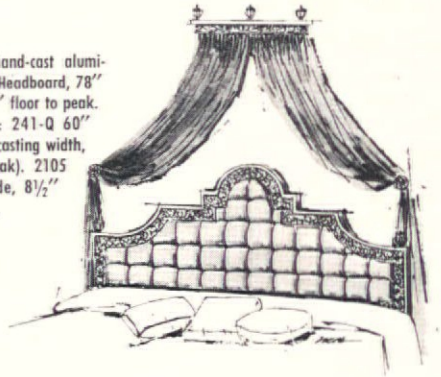
Circle No. 308 on product card facing P. 166

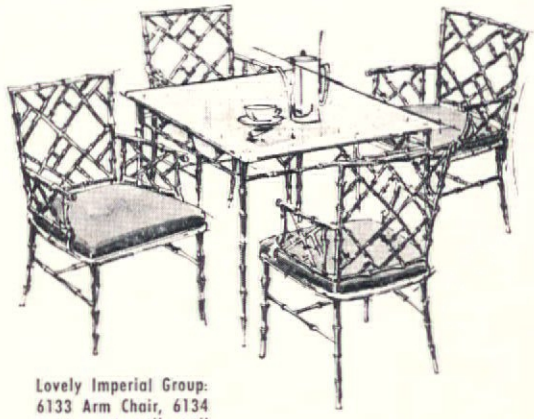
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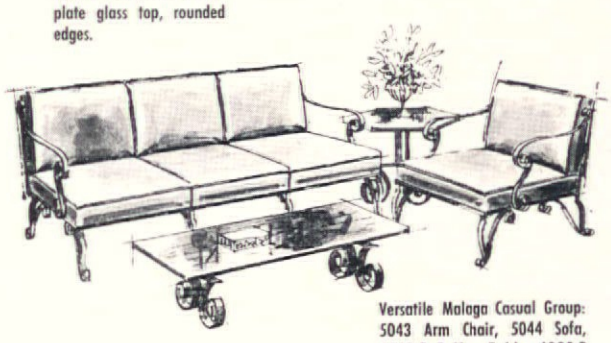
Kessler has the Old World way with metal: hand-forging, hand-casting, hand-fitting, hand-finishing. Kessler has the modern-day way with production: latest equipment, precision testing, quality control. And only Kessler can offer such original, diversified design. It's like having custom work done, but the price is much, much lower! Modifications to suit any specifications!

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Lovely Imperial Group: 6133 Arm Chair, 6134 Table with 36" x 36" plate glass top, rounded edges.



Versatile Malaga Casual Group: 5043 Arm Chair, 5044 Sofa, 4001 P Coffee Table, 4003 P Lamp Table.

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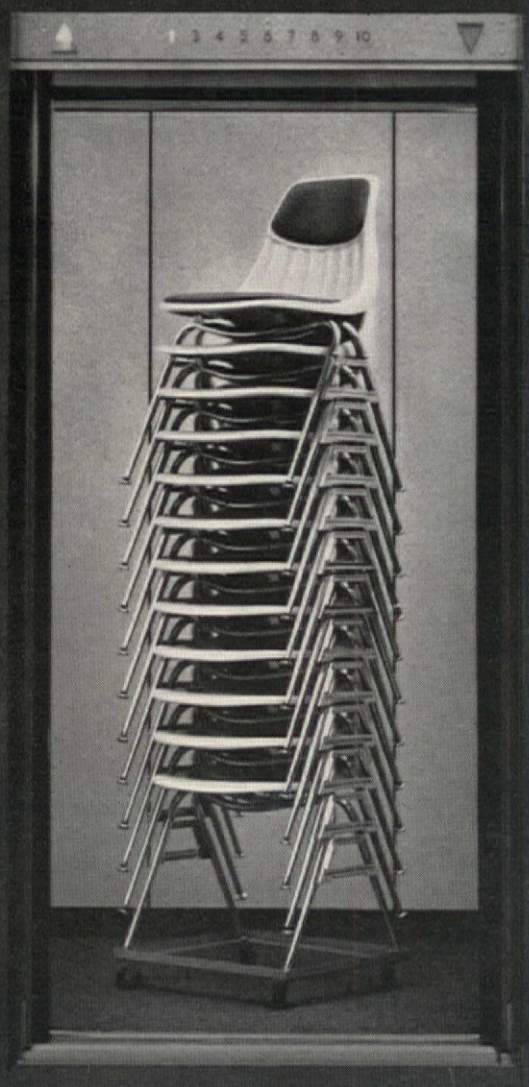
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Circle No. 126 on product card facing P. 166

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Circle No. 127 on product card facing P. 166



Finger Pattern in Amana Showroom, Codel Taylor Assoc. Arch.

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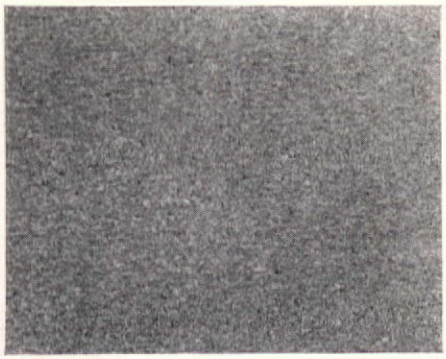
Basketweave Pattern in offices of Kenyon & Eckhardt Adv. Agency installed by Space Design Grp.



Circle No. 128 on product card facing P. 166

Single source seamless floors

Sonneborn Building Products, Inc. offers a seamless floor designed specifically for new institutional and commercial construction in a virtually unlimited color and pattern choice. The company, which follows its product from design through installation, has created a resilient, non-porous surface which never



needs waxing or buffing. The floor system ensures perfect matching at wall and threshold interfaces and has excellent sound-dampening qualities. The polyurethanes in the system become a polymerized plastic that cannot be reactivated by heat or most chemicals and does not become brittle or take a permanent set under high static loads.

Circle No. 309 on product card facing P. 166

the Tavern Group

The warm, hand-rubbed finish and rich mellow decorator colors of RED, CHARCOAL, GREEN and WALNUT offered in the TAVERN GROUP create an exciting new atmosphere in AUTHENTIC colonial contract decor.

Write for our NEW, FULL COLOR brochure.



Authentic Furniture Products

Mid-West Plant
3510 South Kedzie
Chicago, Illinois

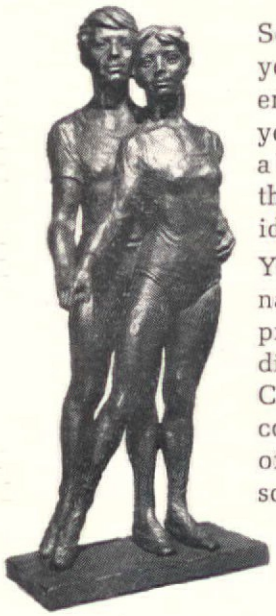
General Offices & West Coast Plant:
607 Nash Street, El Segundo, Calif.

East Coast Plant
100 Mayhill Street
Saddle Brook, N.J.

Circle No. 250 on product card facing P. 166

Austin MUSEUM MASTERPIECES

SELL FURNITURE, CREATE NEW SALES



Sculpture works wonders with your room settings . . . enhances the appearance of your furniture . . . and goes a long way towards providing the customer with a "visual" idea of the desired effect.

Your job is made easier by our national advertising and promotion . . . but you must direct the customer. Concentrate on building art corners in living rooms, dens, offices. Accentuate the value of sculpture as an impressive gift.

SEE US AT ALL MAJOR SHOWS.







Send for our 136 page Catalog Mats, Consumer Brochures

Our 3rd factory now in operation to speed deliveries and create new sculpture daily.

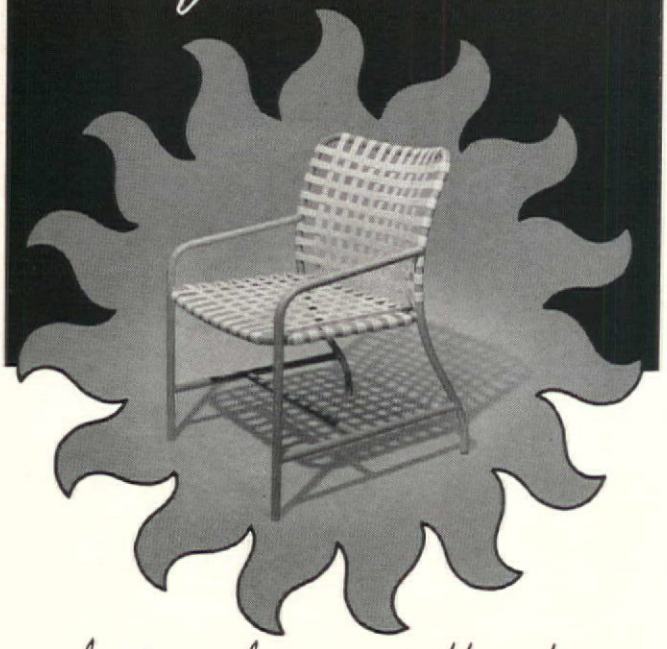
AUSTIN PRODUCTIONS, INC.
1637 62nd Street, Brooklyn, N.Y. 11204

SHOWROOMS: Showroom & Factory 1615 62nd St., Bklyn., N.Y. **NEW YORK:** The Burkhardts Rm. 408, 225 5th Ave.; Early American Only J & H Alexander, 225 5th Ave.; **DALLAS:** Trade Mart, Rm. 1515; **LOS ANGELES:** Burton S. Klein. 310 So. Robertson Blvd.; **HICKORY & HIGH POINT, N.C.:** Terrytown Import & Mfg.; **MINNEAPOLIS:** Wiley Assoc., Merchandise Mart, Rm. 5-158

Circle No. 251 on product card facing P. 166

SIESTA

Outdoor-indoor furniture...



designed especially for

HOTELS CLUBS FINE HOMES

Strong - Comfortable - Colorful

FRAMES — heavy gauge aluminum — argon shield welded for extra strength — special, new, tough, enamel finish, rust proof.

FRAME COLORS — decorator colors available, or we match your frame color.

STRAPS — heavy duty vinyl — mildew resistant — 10 decorator colors.

TABLE TOPS — choice of the new Acrylite top, or the new Siesta top. Both are recommended for use wherever freedom from breakage and injury is essential, such as homes with children, hotels, motels and clubs.

CHAIRS — strong, comfortable, colorful.

TABLES — each leg is *triple tubed*, for extra safety.

CHAISES — stronger than the usual.

OTTOMANS — useful accessories, extra chairs.

Write for brochure and price list

SIESTA

MANUFACTURING COMPANY, INC.
U. S. Hwy. 301 - At Airport • Sarasota, Fla. 33580
Please Address All Correspondence to P. O. Box 574

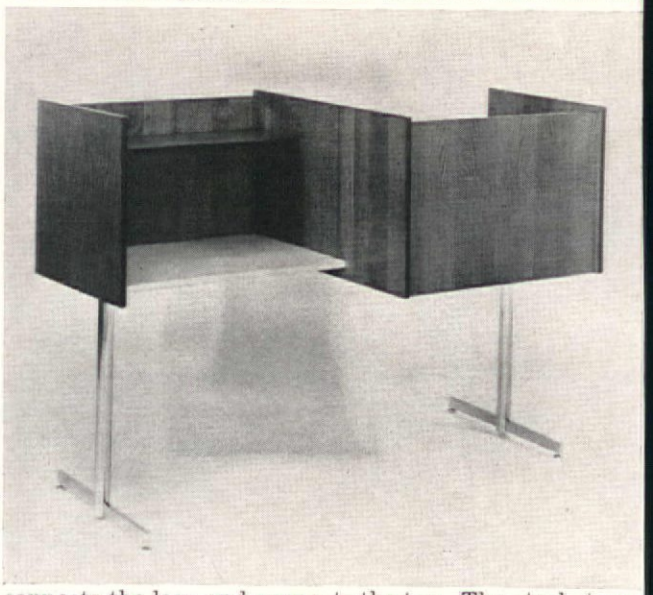
Circle No. 252 on product card facing P. 166

PRODUCTS & SERVICES

CONTINUED

Double sturdy carrel

The double study carrel by Hugh Acton is constructed of an I-frame solid steel structural system, of mirror finish, chrome plated bar stock. A continuous steel bar



connects the legs and supports the top. The steel structure does not rely on its wooden top or components for support, but actually cradles the item it supports.

Circle No. 310 on product card facing P. 166

you can contract to the world.

Don't pass up the income and prestige of overseas contracts. As of today, you have *no* export problems. IC&C takes over after your designing job is completed. To learn how problem-free it is to serve overseas contract design jobs, simply call **(212) 361-2121.** Or write for free booklet and facilities brochure.

International Crating & Container Corp.

745 Dowd Avenue • Elizabeth, New Jersey 07201
(in N.J. phone (201) 355-4470)

Specialists in overseas shipping: from coordination, consolidation, documentation, containerization to forwarding.

Circle No. 253 on product card facing P. 166

Circle No. 254 on product card facing P. 166



MAKE FIRST IMPRESSIONS COUNT

with PLUSH COVER ENTRY MATS!

Luxurious, sculptured Plush Cover mats and matting establish a mood of elegance, where it counts, at your entryways. Doubly useful, the deep nylon pile catches and holds sight unseen tracked-in street dirt or grime. Reduces floor maintenance costs. Solid vinyl back keeps moisture and dirt from ruining your flooring. Mats: 3′ x 5′, 3′ x 7′, 4′ x 6′, 4′ x 8′, 6′ x 10′. Runners: 3′, 4′, 6′ widths in rolls up to 60 lineal feet.

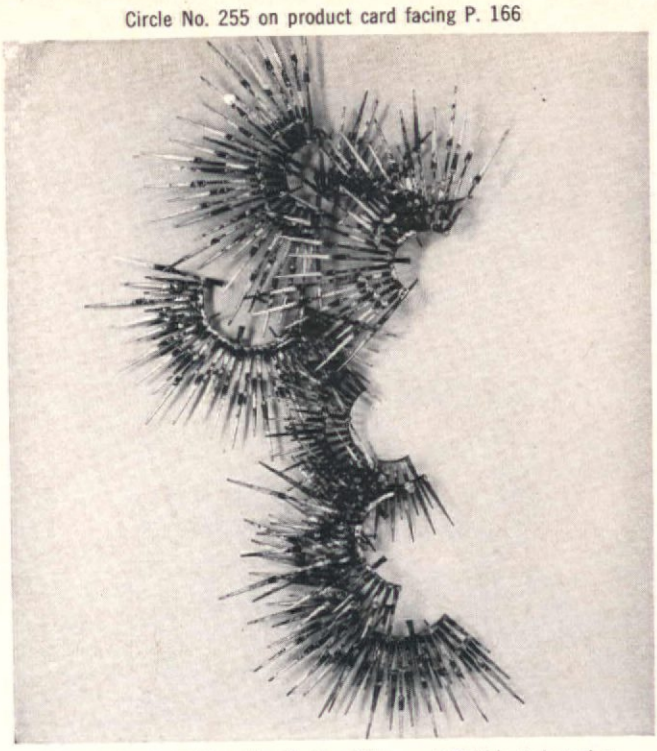
FREE 4-COLOR BROCHURE—Choose the mats you need from Bulletin 9030.

Originator of carpet-top and cushioned entry and anti-fatigue mats and matting.

Crown RUBBER COMPANY
Fremont, Ohio 43420
Phone: 419-332-5531

See us at Booth No. 601, Contract '67, New York Coliseum, April 25-27

Circle No. 255 on product card facing P. 166



© Wm. Bowie 1966 • "Starfire" • Silver and Gold-leafed steel • Write for literature.

WILLIAM Bowie
THE SCULPTURE STUDIO INC.
202 E. 77th ST., NEW YORK 10021 UN 1-8480

NO "Rock 'n' Roll"

...even when you try, years later!

The stable table.

Even **trying,** you can hardly shake it. The solidest, steadiest folding table made. And just as unshakeable after countless take-downs, and long punishment from cleaning people, school kids, other tough customers. Outdoor plywood resists warping. Triple-chromed legs, too. Laminated or lacquered wood tops. **Solid** investment for schools, churches, restaurants, hotels, motels, institutions, etc.



Unique Perma-Lock action grips automatically, holds fast, allows virtually no play, releases with simple finger pressure. Can't nip fingers. Tempered steel spring, solid cast parts.

Is Metwood/Hanover on your institutional purchasing list? If not, write for full details and free catalog.

METWOOD

MANUFACTURING CO., INC./Hanover, Pa. 17331/Folding tables (all shapes) • Benches • Stage Units

Circle No. 256 on product card facing P. 166



CHAPMAN



STOCKING DEALERS: CHAPMAN, 225 Fifth Ave., N.Y.C., 1210 Merchandise Mart, Chicago; 310 Decorative Center, Dallas; 1194 Logan Circle N.W., Atlanta; 236 N.E. 60th Street, Miami; 251 Front St. at Sacramento, San Francisco; 144 North Robertson, Los Angeles; 420 Boylston St., Boston.

DECORATORS: FACADE DESIGNS, INC., 969 3rd Ave. (58th St.) N.Y.C.; Joe Sherry Assoc. 236 N.E. 60th St., Miami and 1194 Logan Circle N.W. Atlanta; Phil Beukema, 144 N. Robertson, Los Angeles; 420 Boylston St., Boston

FACTORY AND OFFICES: Chapman Manufacturing Company, Avon, Massachusetts 02322

PRODUCTS & SERVICES

CONTINUED

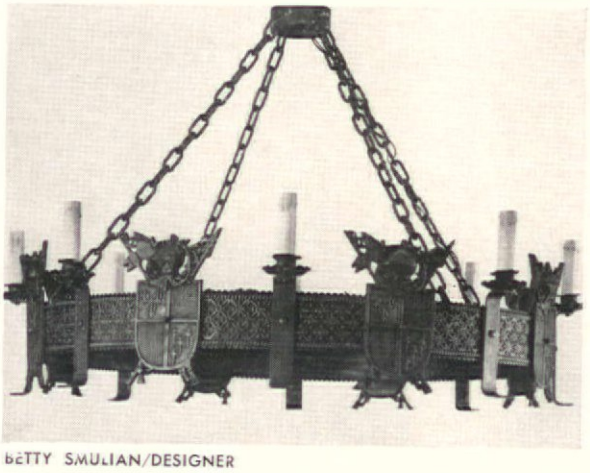
English Colonial geriatric group by American

An English Colonial grouping from American Chair Co. combines gracious styling and researched geriatric seating with arm and seat depths established to make it easier for elderly people to be seated as well



as rise from chairs. Highbacks are posture-slanted to meet geriatric requirements, and colorful vinyl upholstery and an opening between back and seat make pieces easy to care for. Game table with checkerboard vinyl top is apronless to accommodate a wheelchair.

Circle No. 311 on product card facing P. 166



BETTY SMULIAN/DESIGNER

South's largest manufacturer of creative lighting fixtures

COMMERCIAL AND RESIDENTIAL

TRIMBLE HOUSE TH
CORPORATION

3832 Green Industrial Way, Atlanta, Georgia 30005, 404-457-3548

Circle No. 258 on product card facing P. 166

← Circle No. 257 on product card facing P. 166

Circle No. 259 on product card facing P. 166



Piedmont
SCENICS
Available through:

SEABROOK WALLCOVERINGS
421 So. Main St.
Memphis, Tennessee
—Also—Miami, Fla.
Charlotte

STOCKWELL WALLCOVERINGS
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THIBAUT WALLCOVERINGS
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Showroom: 204 E. 58 St, N.Y.C.

THE WARNER CO.
108 S. Desplaines St., Chicago 60606
470 Decorative Center, Dallas, Tex.

Piedmont ***presents Volume 5,*** a NEW collection of dramatic scenics, printed by hand on 10' panels of COMPLETELY STRIPPABLE WALLCOVERING. "City Tempo," shown above, one of the 12 subjects, is particularly geared, in design and color, for use in public spaces.



Circle No. 260 on product card facing P. 166

some chairs just fill space...

TRI-PAR

chairs do it *beautifully!*

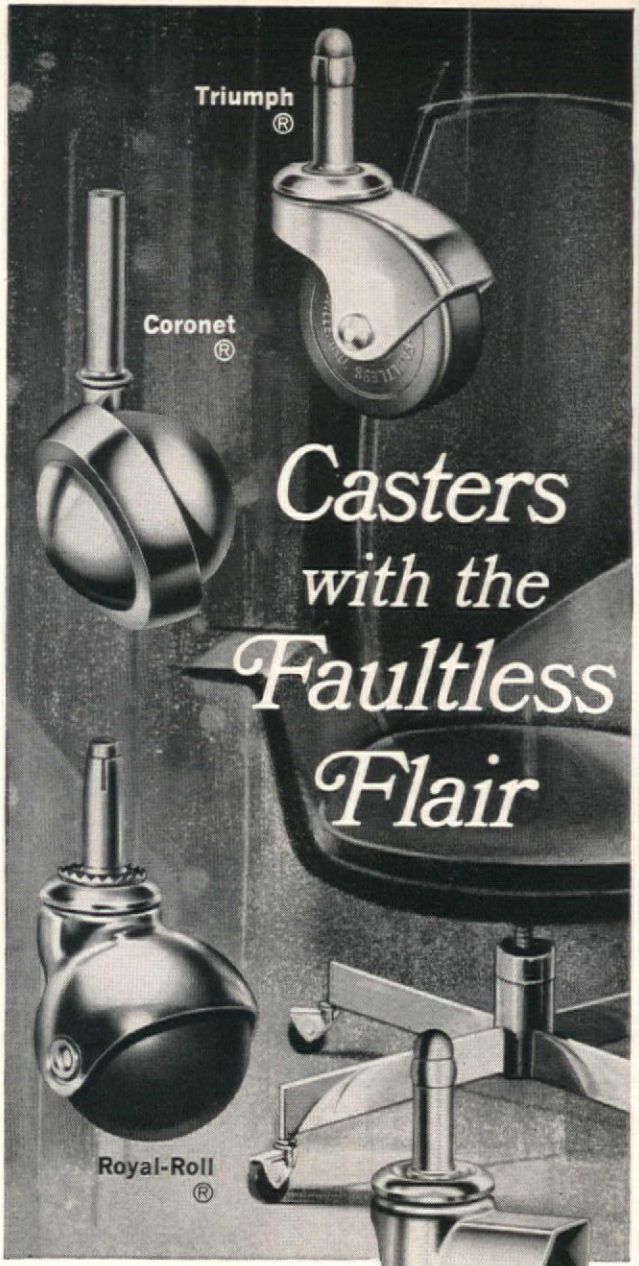


Model 5410

Send for Current Catalog on Complete Metal and Wood Line of Chairs and Stools

TRI-PAR Manufacturing Co. • 1740 N. Pulaski • Chicago 60639

Circle No. 261 on product card facing P. 166



Casters with the Faultless Flair

NØELTING Faultless Casters®

Quietly sophisticated casters for the corner office, tailored casters for multi-desk areas, engineered casters with silent-rolling, easy-swiveling action . . . this is the Faultless flair. It's evident in these four casters. Your local Faultless Representative is as near as the telephone book. Or write to Faultless direct.

Faultless Caster Co.

A Division of BLISS & LAUGHLIN INDUSTRIES

Evansville, Indiana 47717

Branch offices in principal cities of U.S.
Canada: Faultless Casters Limited, Stratford, Ontario.

Circle No. 262 on product card facing P. 166

PRODUCTS & SERVICES

CONTINUED

High back stack chair

The contemporary approach to all purpose seating is epitomized in the high back stack chair from Tech-Fab. The chair has a fully padded back rest with



"easy grip" opening, and is also available in curved or round back. Legs have self-leveling guides plus individual stacking bumpers to protect leg finish. Chair is available in chrome finished tubular frame, satin chrome or enamel finishes.

Circle No. 312 on product card facing P. 166

DO YOU NEED A SIDE CHAIR OR A CHAIR TO WRITE ON?

GET BOTH IN ONE!

For Libraries • Cafeterias • Faculty Dining • Game Rooms

Now there is the 22STO chair. "S" for stacking, "T" for tablet and "O" for out-of-the-way. The 22STO converts to a side chair or a tablet chair in one second. The tablet moves easily and quickly out of the way behind the seat. Forget about time and labor needed to set up tables. You'll get over 40% more seating capacity with the 22STO. Individual comfort is assured by the flexible, thermoplastic seat. Durable? You bet — backed by a five year warranty.

Write for more information on the new 22STO chair.

chairs
stack chairs
tables
lounges
coat racks
bar stools
counter stools

Current Catalog 1-65 and Supplement 7-66

COMMERCIAL FURNITURE IN ADVANCED DESIGN

fixtures Mfg. Corp.

1642-C4 Crystal • Kansas City, Missouri 64126

Circle No. 263 on product card facing P. 166

Circle No. 264 on product card facing P. 166 →

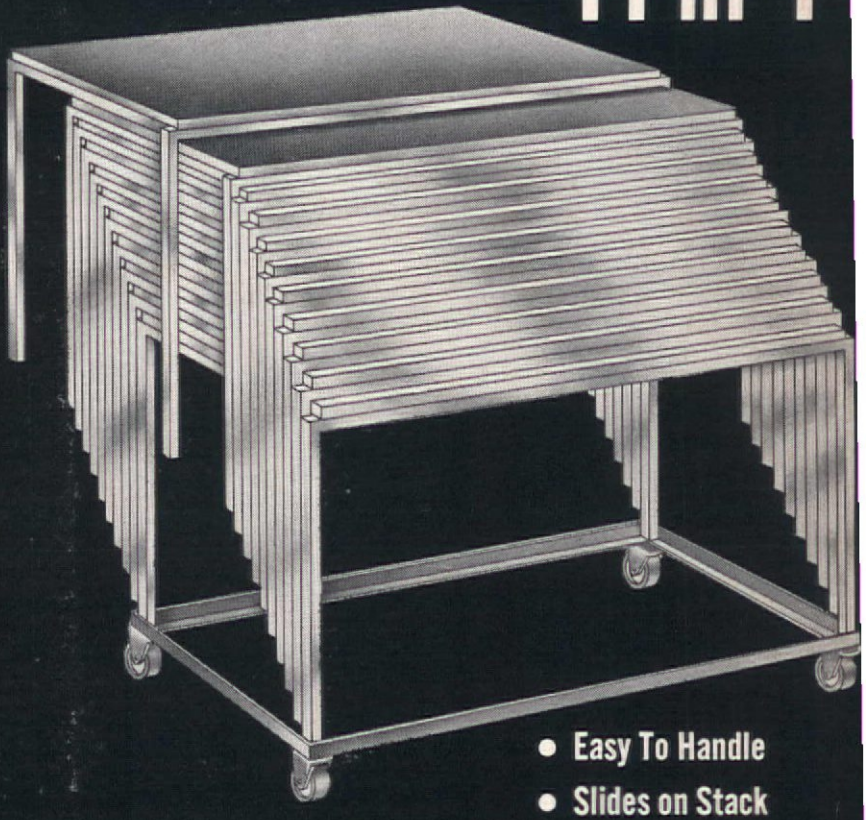
INTRODUCING THE EXCLUSIVE NEW STACK TABLE by Virtue OF CALIFORNIA

patent pending



Visit Booth 316

and OH! How it Stacks... 11 in 1



- Easy To Handle
- Slides on Stack
- Compact To Store
- A Cinch To Set Up

Get all the facts . . .
telephone . . . wire . . . write . . .
for literature showing Virtue multi-purpose stacking chairs and tables

Stack Height: 2" Per Table
Stack Width: Plus 1¼" Per Table
Dollies Available

VIRTUE OF CALIFORNIA, Contract Department

A Division of Schlumberger Ltd.



Circle No. 265 on product card facing P. 166

MANUFACTURERS' LITERATURE

A new 12-page, two-color booklet from Amerada Glass Corp. describes six multi-purpose laminated glass products from efficient accoustical glass to a white-toned architectural glass that is opaque but lets in 63 percent of light. The brochure contains case history photographs, scientific charts and architectural specifications. A description of the company's 10-year warranty against manufacturing defects in all of its laminated glass products is included.

Circle No. 313 on product card facing P. 166

A unique device for selecting color patterns of seamless resilient flooring is available from Poraflor, Inc. The device, dubbed the select-o-scope, consists of 17 actual samples of Poraflor base coat and 21 clear acetate sheets with various flake designs. Samples are arranged so that one or more flake designs can be easily placed on top of any base coat to select a custom design to blend or contrast with other decorative elements. Also included are 12 samples of Poraflor and condensed architectural specifications.

Circle No. 314 on product card facing P. 166

Eleven distinctive patterns are detailed and pictured in Lee L. Woodard Sons 1967 catalog. Included are colored illustrations on the printed floral fabrics, solid color fabrics, umbrella fabrics and various table tops available, as well as the wrought iron finishes.

Circle No. 315 on product card facing P. 166

National Gypsum Co. has prepared a leaflet and sample package on Durasan, vinyl-surfaced gypsum wallboard decorator panels, and a general descriptive flyer with attached sample. Also available are the Durasan technical bulletin and the Durasan sample selector.

Circle No. 316 on product card facing P. 166

Oxford Filing Supply Co., Inc., offers a number of concise, instructive, and thoroughly diagrammed manuals, illustrating the most efficient methods of filing, finding, and storing the various records used in a modern office. The booklet subjects range from subject filing, comparison of latest filing equipment by use and costs, storage equipment, basic filing methods, and better management of client records in the law office. All booklets are free of charge.

Circle No. 317 on product card facing P. 166

Knoll Associates' 18-page catalog features 51 of its new designs by Warren Platner, Harry Bertoia, Eero Saarinen, Mies Van Der Rohe, Vincent Cafiero and Florence Knoll, including dining and coffee tables, arm and side chairs, contour chaise lounges, bar stools, conference tables, and executive and secretarial desks and chairs.

Circle No. 318 on product card facing P. 166

A comprehensive and informative report on seamless urethane flooring produced by Surfaces Unlimited, Inc., answers many questions on the poured plastic covering that resembles terrazzo in appearance, yet is resilient underfoot. Describing the Mardi Gras system, which has been used in such installations as post offices, hospitals, schools, plants, churches, nursing homes, the brochure presents a market analysis, a sampling of market areas, comparative charts on average maintenance cost of seven types of resilient flooring and their average installed cost.

Circle No. 319 on product card facing P. 166

A 31-page catalog from Boris Kroll gives detailed descriptions of fabrics available. Descriptions, price, available colors, width are given. Also included is a sample color card of the fabrics from the Boris Kroll Jacquard designer's collection given the AID international design award.

Circle No. 320 on product card facing P. 166

A sample book from Winfield Design Associates, Inc., contains 12 samples of Buntpapier, from the Gravure collection. All papers in this group are available with soilproof Tedlar lamination, and samples are included. Also, a hardbound, 13½-inch by 20-inch book entitled Volume 7 Gravure Collection can be ordered from Winfield distributors.

Circle No. 321 on product card facing P. 166

Joanna Western Mills Co.'s sample folder of burlap light control washable cloth window shades contains six squares in tan, green, tahoe blue, gold, red and white sands of the actual material used in the shades.

Circle No. 322 on product card facing P. 166

A complete line of table, aisle, wall, and recessed exhibit cases is described in a new 20-page catalog from Michaels Art Bronze Co. In addition to the standard models, many custom designed cases are illustrated in installations. Exhibit lighting, protection features, construction details, and specifications are reviewed.

Circle No. 323 on product card facing P. 166

A new 100-page office furniture catalog by Cole Steel Equipment Co., Inc., illustrates in full color Cole's complete line of office furnishings. More than 1,000 items are featured, including executive and secretarial desks and chairs. Wood wall units, desk, table, and work lamps, and wood chairs are offered for the first time.

Circle No. 324 on product card facing P. 166

A full-color, 96-page catalog from Progress Lighting illustrates its full range of decorative lighting for office and restaurant and hotel/motel installations.

Circle No. 325 on product card facing P. 166

A 4-page brochure on seamless resilient flooring, known under the name of Sancoura, has been released by Seamless Systems, Inc. Included are pattern and color design ideas, suggested uses, and specifications.

Circle No. 326 on product card facing P. 166

Circle No. 266 on product card facing P. 166

THE NEW TREND IN WALL DECORATING



Medieval and contemporary tapestries from Europe

Write for free color brochure
(to the trade only)

WARA INTERCONTINENTAL CO.

20101 WEST 8 MILE ROAD DETROIT, MICHIGAN 48219

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CONTRACT will help you get full information on any of the products and services shown in this issue via our new high-speed computer processing system. Simply use the free reader service card opposite page 166.

CUSTOM MADE ORIENTALS

DESIGN REPRODUCTION RUGS

. . . now offered for the first time in custom made sizes in addition to our regular stock sizes.

Hotel Lobbies . . . Dining Rooms . . .
Offices . . . etc. . . .

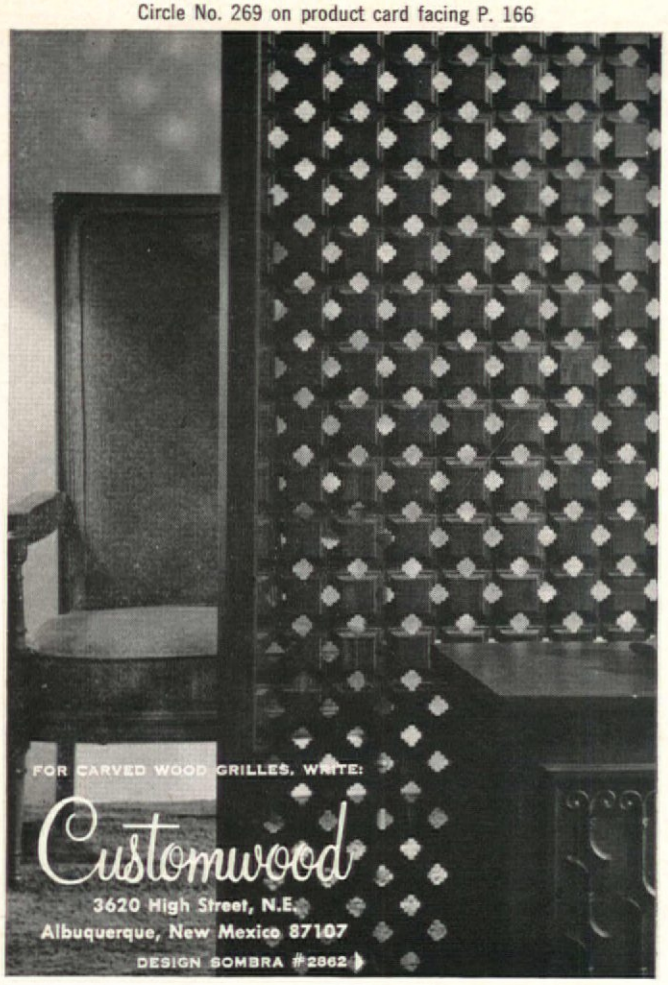
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BROADLOOM IMPORTS, Inc.

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Chicago Showroom: 13-186 Merchandise Mart • (312) 644-5911

Circle No. 267 on product card facing P. 166

Circle No. 269 on product card facing P. 166



Circle No. 263 on product card facing P. 166

TABLETOPS and PEDESTALS

any shape!

any size!

Solid Wormy Chestnut Tops
(stain resistant)
Cast Iron Pedestals

sold complete or separately for restaurants, lounges, etc.
Ask for Catalog K

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GOOD DESIGN

PYREX GLASS SAND URN •

	Ht.	Dia.
#850	18"	8¾"
#1050	18"	12"
#1250	24"	12"

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- wall ash receivers
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- waste baskets
- waste receptacles
- ash trays
- wardrobe racks
- costumers
- planters
- umbrella stands
- desk appointments

Catalog on Request

LOUMAC SUPPLY CORP.
MANUFACTURERS AND DISTRIBUTORS
327 E. 103rd St., Dept. C, N.Y., N.Y. 10029
(212) ATwater 9-5374



Circle No. 271 on product card facing P. 166

CLASSIFIED ADVERTISEMENTS

Rates: $12.00 per column-inch payable with order. No extra charge for box numbers. This section closes on the 5th of preceding month. Classified ads are limited to situations or help wanted or available. Merchandise offerings not accepted.

MANUFACTURERS REPRESENTATIVES AVAILABLE: Immediate acceptance by leading contract dealers in Michigan, Ohio, Indiana, Kentucky, and West Virginia assured by our 15 successful years representing leading manufacturers. Have room for quality chair and table lines. Write: Box A-390, CONTRACT, 7 E. 43 St., NYC 10017.

REPS WANTED: Handprint wallcovering and fabric line, widely specified by architects and interior designers for contract and residential installations, seeks representation in Georgia, Florida and Texas areas, and Chicago (city only). Advise lines presently carried, showroom facilities, areas travelled, etc. Write: Box A-391, CONTRACT, 7 E. 43 St., NYC 10017.

CASE GOODS LINE WANTED: Midwest regional sales organization covering hotel-motel, nursing home, dormitory fields desires to represent promotionally minded case goods manufacturer. We regularly cover Wisconsin, Illinois, Minnesota, Iowa, Missouri, Indiana, Michigan & Ohio. Negotiations conducted in confidence. Write: Box A-392, CONTRACT, 7 E. 43 St., NYC 10017.

SEEKING REPRESENTATIVES: to handle finest contemporary collection inherently flame retardant fabrics, printed and plain, including coordinated upholstery fabrics and vinyl wallcoverings. Must have following among architects, specifiers, and interior designers doing contract work. Sales areas available (Missouri-Kansas) (Colorado, Arizona, New Mexico, Utah) (Georgia, Alabama, Florida). Send confidential resume concerning experience, other lines carried, etc. to Box A-393, CONTRACT, 7 E. 43 St., NYC 10017.

SALES REPRESENTATIVE WANTED: Calling on office furniture, contract and institutional trade for fine line of Scandinavian office and desk accessories. Waste baskets, letter trays, etc., in walnut, teak and rosewood. Experience and following essential. Submit references: Box A-394, CONTRACT, 7 E. 43 St., NYC 10017.

CALIFORNIA MANUFACTURERS REPRESENTATIVE with established following in architectural specialties and contract, wishes to add one major line. Write: Box A-395, CONTRACT, 7 E. 43 St., NYC 10017.

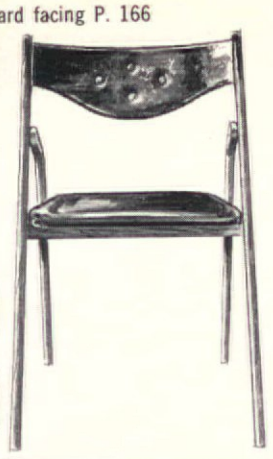
CONTRACT SALESMEN AND SALES EXECUTIVES WANTED: Leading contract product manufacturers from time to time ask the assistance of CONTRACT Magazine in providing the names of qualified salesmen and sales executives in New York and other areas. If you have a background in this field and feel you qualify, send your resume to me in complete confidence. You will be consulted before we will show it to anyone. B. H. Hellman, Publisher, CONTRACT, 7 E. 43 St., NYC 10017.

ATTENTION: REPS—REGISTER WITH US!

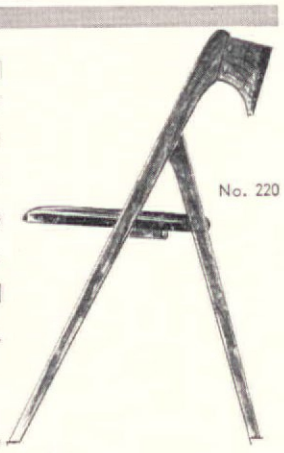
Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings, and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publisher of CONTRACT Magazine. State your name, address, and area covered. This is a free service. Write to: Publisher, CONTRACT, 7 East 43 St., New York, N.Y. 10017.

Circle No. 274 on product card facing P. 166

IT FOLDS



An outstanding institutional chair offering the warmth of wood and the luxury of supported vinyl upholstery . . . the most comfortable contract chair sold. This versatile chair folds and stacks for compact storage.



No. 220

Norquist
PRODUCTS, INC., JAMESTOWN, N. Y. 14701

Circle No. 272 on product card facing P. 166



IF YOU LIKE THIS NUMBER, YOU SHOULD SEE THE REST OF OUR LINE . . .

at the CONTRACT '67 Show, Booth 712, New York Coliseum, April 25-26-27

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10th & Ontario Streets
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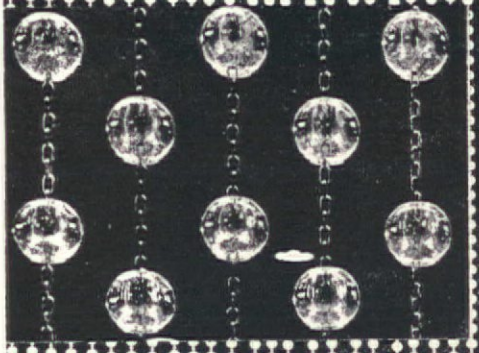
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15 colors • Sample Book $6.00

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Bead Curtains

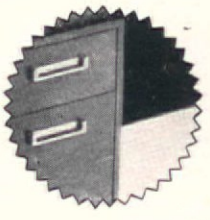


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The manufacturers of fine wood desks who use Densiwood for legs, center posts, moldings and other wear-points insure lifetime beauty for their furniture.

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500 Smith Street, Herkimer, New York

Circle No. 275 on product card facing P. 165

ADVERTISERS' DIRECTORY

ADVERTISER	PAGE
Alamo Industries, Inc. (General Felt Industries)	44
Allied Chemical Co.	45-49
All-Steel Equipment, Inc.	10
Alma Desk Co.	60
American Cyanamid Co.	96, 110
American of Martinsville	39
American Viscose Corp.	98
Amtab Mfg. Co.	165
Armstrong Cork Co.	2nd Cover
Austin Productions	171
Authentic Furniture Products	171
Bangkok Industries, Inc.	170
E. T. Barwick Mills, Inc.	34
Bassick Co.	91
Belgian Linen Association	58
Bigelow-Sanford, Inc.	84
Birmingham Ornamental Iron Co.	88
Boussac of France	17
Brite-Lite Lamp Co.	155
Broadloom Imports, Inc.	179, 181
B. Brody Seating Co.	87
Brown-Jordan Co.	158
Brunswick Corp.	42
L. E. Carpenter & Co., Inc.	73
Carr Lighting Co.	4
Chapman Mfg. Co.	174
Charlotte Chair Co.	68
Chicago Hardware Foundry Co.	99
Clarin Mfg. Co.	170
J. R. Clark Co.	106
Collins & Aikman Corp.	146-147
Columbus Coated Fabrics	94
Commercial Carpet Corp.	93
Contract '67	43
Cramer Industries	105
Crown Rubber Co.	173
Customwood Mfg. Co.	180
Cypress Furniture Industries	164
David & Dash	9
Downs Carpet Co.	112
Drexel Enterprises, Inc.	1
duCor, Inc.	158
E. I. duPont de Nemours & Co., Inc.	75
Eastman Chemical Products	15
Emeco Div., Standard Furniture Corp.	173
Empire State Chair Co.	161
Faultless Caster Corp.	176
Finesse Originals	154
Fixtures Mfg. Corp.	177
Flex-O-Lators, Inc.	102
Florestone Arts, Inc.	165
Gasser Chair Co.	175
General Aniline & Film Corp.	12
General Drapery Services	40
General Felt Industries (Alamo Industries, Inc.)	44
General Tire & Rubber Co.	52-53
Goodall Fabrics Div., Burlington Industries	108
B. F. Goodrich Co.	26, 83
Graber Hardware Co.	85
Dan Greenblat Associates	159
Hamilton Mfg. Co.	111
Paul Hanson, Inc.	178
Hardwick & Magee Co.	18
Hardwood House	8
Harter Corp.	166
Harvard Mfg. Co.	38
Helikon Furniture Co., Inc.	152, 153
Hercules, Inc.	21
Hillside House of Originals	50
Holland Wire Products	57
Holophane Co.	32-33
Howe Folding Furniture, Inc.	107
Howell Modern Metal Furniture	70
Institutional Products, Inc.	163
Interchemical Corp.	25
International Crating & Container Corp.	172
Joanna Western Mills Co.	110
J. Josephson	89
Jute Carpet Backing Council, Inc.	56
Herman Kashins	165
Kenbury Glass Works	181
Kessler Industries, Inc.	169
Kiesling Hess Finishing Co.	82
Kirsch Co., Inc.	78-79
H. W. Knight & Son, Inc.	80
Boris Kroll Fabrics, Inc.	5
LaFrance Industries, Inc.	162
Lamidall Products Div., Woodall Industries, Inc.	100
Laminating Services, Inc.	11
Louisville Textiles, Inc.	30
Loumac Supply Co.	180
Lundstrom Laboratories, Inc.	181
Lyon Metal Products, Inc.	59
Mallin Co.	168
Marble Industries	159
Marlite Div. of Masonite Corp.	67
Marshall-McMurray Drapery Hardware	86
Metropolitan Furniture Mfg.	55
Middletown Mfg. Co.	92
Midwest Folding Products	151
Milium Div., Deering Miliken Co.	109
Howard Miller Clock Co.	6
Mohawk Carpet Co.	62
Molla, Inc.	74
Morphy-Richards, Inc.	51
Multi-Color Corp.	63
Nessen Lamps, Inc.	154
Nevamar Co.	19
Norquist Products, Inc.	181
Orcco Industries, Inc.	71
Oxford Filing Supply Co., Inc.	22-23
Philadelphia Carpet Co.	90
Piazza Originals	180
Piedmont Papers	175
Porter Carpets	54
Jens Risom	103
Rockland Industries, Inc.	66
Rohm & Haas Co.	3rd Cover
Scalamandre Silks, Inc.	61
Scandix Designs	156, 157
Frank Scerbo & Sons, Inc.	150
F. Schumacher & Co.	101, 167
Scroll, Inc.	160
Sculpture Studio	173
Segura Studios, Inc.	166
Shelby Williams Industries, Inc.	95
Siesta Mfg. Co.	172
Simmons, Inc.	64-65
Smith Metal Arts Co., Inc.	155
Stauffer Chemical Co.	36-37
Steelcase, Inc.	13
Stendig, Inc.	148
Stow & Davis	81
John Stuart, Inc.	77
Sweetwater Carpet	104
Synthetics Finishing Corp.	4th Cover
Syracuse China Corp.	72
N. A. Taylor, Inc.	14
Taylor Chair Co.	97
TechFab	31
Richard E. Thibaut, Inc.	76
Trend Contract	28-29
Tri-Mark Designs	160
Trimble House	174
Tri-Par Mfg. Co.	176
Tropitone Furniture Co.	2
Vectra Co.	113-114
U.S. Vinyl Products Corp.	181
Virtue of California	177
Wallingford Steel Co.	7
Wall Tube & Metal Products	162
Wara Intercontinental Co.	179
Warner Co.	20
Winzeler Stamping Co.	69
Lee L. Woodard Sons, Inc.	41
Wunda Weve Carpet Co.	164
Yorkraft, Inc.	168

Circle No. 276 on product card facing P. 166